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THE NATIONAL NEWSPAPER OF MARKETING

Bipartisan Bill May Settle Tax, Co-Op Ad Dispute

WASHINGTON, June 10—Bipartisan sponsorship of special legislation this week may have cleared the way for a compromise settlement of the ancient dispute over treatment of cooperative advertising expense in the computation of excise taxes.

Under identical bills introduced in the House Wednesday by leaders in the tax field, the issue would be resolved substantially as manufacturers have been demanding. The compromise, reportedly developed with Treasury Department assistance, provides that manufacturers would get a tax credit where co-op payments are made under a plan providing for payments to retailers who arrange radio-tv or newspaper advertising for the product on the local level.

■ The dispute, which has raged for more than 20 years, involved the definition of "price" in the computation of federal excise taxes. It

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TRUTH SEEKERS—*John P. Cunningham (left), vice-chairman of the Advertising Federation of America board and chairman of Cunningham & Walsh, and Earl W. Kintner, chairman of the Federal Trade Commission, examine one of the first copies of "The Advertising Truth Book," which was issued at the AFA annual convention.*

Definitions, Precedents, Taboos, Betes Noires . . .

AFA Unveils 'Truth Book' Gauge for Ads

Cunningham Tells New Plan; Ad Field's Repute Can Hurt Ads' Effect: Fish

(For other news and pictures from the AFA meeting, see Pages 48, 56, 117 and 118.)

NEW YORK, June 8—The announcement of a "truth book" on advertising, to be used mainly as a self regulatory test for questionable ads and commercials, was the most significant development at the 56th annual convention of the Advertising Federation of America, which concluded a four-day stay here today.

John P. Cunningham, vice-chairman of the AFA and chairman of Cunningham & Walsh, released the 56-page manual with the hope that "the AFA is finally nailing down this abstraction called 'truth'." Mr. Cunningham's announcement coincided with an address by Federal Trade Commission Chairman Earl W. Kintner, in which he praised the manual and called for greater self-policing of the advertising business.

"Out of a blurred montage of rigged quizzes, Van Dorens, payola, plugola and congressional investigations has gradually come a clear course of action for this federation," Mr. Cunningham said.

"Dozens of advertising men have stood on platforms like this and called for action. Editorial writers have called for action. Men of government have called for action. We have called upon ourselves for action. But I believe the long, long hours of discussion, disagreement and deliberation are now behind us," he declared.

■ Cornerstone of the plan is cooperation with the FTC on a local basis across the country "to keep the deed from being done, the

(Continued on Page 117)

Manual by Simon Aims to 'Nail Down This Abstraction Called Truth'

NEW YORK, June 7—"The Advertising Truth Book," announced here this week at the Advertising Federation of America convention, consists of 56 pages packed with definitions, precedents, criteria, guideposts, rules, standards, test questions, taboos, explications and miscellaneous *betes noires*.

Put together by Morton J. Simon, AFA associate general counsel, the manual gives a lengthy definition of false and deceptive advertising and delves into potential deceptions in such areas as price advertising, use of the word "free," bait advertising, testimonials and awards, meaningful guarantees, disparagement of competition, tv and radio advertising, cooperative advertising, etc.

It contains a listing of trade practice conference rules adopted by the Federal Trade Commission and a three-page bibliography for those who wish additional sources of guidance.

■ The book will be printed and distributed throughout the U.S. in the next few weeks, according to AFA, and is intended to provide direction for ethics committees and

(Continued on Page 58)

McCann Loses Half of Lehn & Fink in Rate Cutting Hassle

NEW YORK, June 10—The latest *cause celebre* in radio rate haggling has precipitated the end of a 15-year-old agency-client relationship.

The Lehn & Fink division of Lehn & Fink Products Corp. today announced that it will drop McCann-Erickson as its advertising agency, effective Sept. 1. Involved are $1,000,000 worth of billings for Lysol, Stri-Dex, Etiquet, Hinds Honey & Almond Cream and Lysette. McCann keeps Lehn & Fink's Dorothy Gray cosmetics line, a separate division.

McCann's relations with Lehn & Fink reportedly have been some-

(Continued on Page 112)

AIA Convention Faces Future . . .

Beef Up Marketing to Meet Foreign Rivalry, Industrial Marketers Told

Technical, Trade Ads Urged as Important Weapon in New Struggle

(For other news and pictures from the AIA meeting, see Pages 3, 6, 70, 112 and 120.)

WASHINGTON, June 9—The Assn. of Industrial Advertisers was reminded repeatedly here this week that much of the "soar" in the "soaring '60s" will depend on the effectiveness with which industrial marketers learn to meet foreign competition at home and abroad.

Advertising in trade and technical journals was recommended as an important weapon in the struggle for world markets. AIA members were told it keeps the merits of domestic products before potential U.S. customers, and it reaches potential foreign customers who are reading U.S. publications in order to satisfy their need for information.

(Continued on Page 114)

Spot TV Billing Is Up 12% in 1st '60 Quarter: TvB

Mobil, 3Ms, Martinson Coffee, Hudson Pulp, Among 100 Newcomers

NEW YORK, June 8—There were five firsttime listings in the top 100 spot tv spenders for the first quarter of 1960, as compiled by the Television Bureau of Advertising: Mobil Oil Co. (35th); Minnesota Mining & Mfg. Co. (43rd); Martinson's Coffee (80th); Hudson Pulp & Paper Corp. (96th), and B. C. Remedy Co. (100th).

About one-third of the top spenders for this quarter did not appear among the top 100 in the corresponding quarter last year.

Total gross spot tv time sales for the first three months of 1960 were estimated at $167,981,000, compared with $151,414,000 for the first three months of 1959, according to the TvB estimates.

The spot tv industry estimates are based on the N. C. Rorabaugh Co. reports, which in turn come from material supplied by stations. The first-quarter report for '60 covered 339 of the country's 524 commercial stations; the '59 first quarter report covered 341 sta-

(Continued on Page 90)

McCann Gets $2,500,000 in GM Billing, Adds Mullins Agency as Seattle Office

GM Assigns Sports Co-Sponsorship as Gillette's Partner

NEW YORK, June 9—McCann-Erickson this week picked up an impressive chunk of new business in the form of about $2,500,000 worth of institutional tv billings for General Motors.

GM has signed for co-sponsorship of the baseball World Series and football's Blue-Gray and Rose Bowl games, with their longtime backer, Gillette Co. These sports events are carried on NBC-TV and NBC Radio. The GM buy was placed through McCann.

This is the first time McCann has had a share of the institutional billings of GM. Observers in the industry see this assignment as a vote of confidence for McCann, which has had a rough road with Buick, which used to be the second biggest seller in the GM family. McCann-created advertising has done nothing to stop Buick's sliding sales curve; once in the No. 3 spot, Buick is now in the No. 8 position in terms of new car registrations.

Since Kudner lost the Buick account to McCann in 1958, the GM institutional business has primarily been at Kudner. Campbell-Ewald handled the Motorama show, and MacManus, John & Adams and D. P. Brother & Co. have had some of the budget.

■ In the past Gillette has not gone in for shared sponsorship of its sports schedule. But this year the

(Continued on Page 120)

Last Minute News Flashes

Sackheim-Bruck Gets Guardaire, New Air Purifier

NEW YORK, June 10—Waring Products Corp. has appointed Maxwell Sackheim-Franklin Bruck Inc. to handle the introduction of Guardaire, a line of electric air purifiers, priced at $39.95 and $49.95. Kick-off advertising includes business papers, spot radio and newspapers in 13 markets. Guardaire will compete with Puritron, which recently switched from Sackheim-Bruck to Doyle Dane Bernbach. Other Waring products remain at Fuller & Smith & Ross.

P&G Test Markets New Crisco Oil in Colorado

CINCINNATI, June 10—Procter & Gamble has started test marketing Crisco Oil, a new clear soybean cooking oil, throughout the state of Colorado. Advertising will start soon. Compton Advertising, New York, is the agency.

Canada Volkswagen Shifts from Algie to Reynolds

TORONTO, June 10—Volkswagen Canada Ltd. has transferred its account from William E. Algie Ltd. to E. W. Reynolds Ltd. The move of the estimated $750,000 account has been expected for some time, because Volkswagen felt it needed a bigger shop. Until about a year ago the account was held by James Lovick & Co., with Mr. Algie as supervisor; it came to Mr. Algie's newly-formed shop when Volkswagen and Lovick parted. ADVERTISING AGE learned that the account is expected to increase its budget to more than $800,000 during the coming year. Algie retains VW's Porsche account, plus the Toronto VW dealers.

Additional News Flashes on Page 111)

Standard Brands, Bates Agree to Stop 'Flavor Gems' Ads

WASHINGTON, June 10—The Federal Trade Commission announced this weekend that it has obtained a consent settlement of its complaint against Standard Brands Inc. and Ted Bates & Co. for advertising of Blue Bonnett margarine.

The case was one of four lodged by the commission on Jan. 8, at the height of the crackdown on tv commercials. It is the second of three cases involving the Bates agency to be settled by a consent settlement.

The complaint involved a comparative demonstration pointing up the "flavor gems" on Blue Bonnet margarine. Three similar products were shown—butter, Blue Bonnet and a competing margarine. The flavor gems appeared on the butter and the Blue Bonnet.

■ Under the order, Standard Brands and Bates must stop using demonstrations purporting to prove or representing in any way that moisture drops appearing in Blue Bonnet margarine cause it to taste like butter, or to be more similar in flavor to butter than competitive oleomargarines.

The complaint charged the demonstration was deceptive because the "flavor gems" were (1) magnified, (2) not actually moisture drops produced by the two products, but a nonvolatile liquid applied to the surface for purpose of demonstration, and (3) an undesirable characteristic, rather than something which determines flavor.

■ An earlier settlement involved a complaint against Brown & Williamson and Ted Bates for Life cigarets. Another FTC complaint against Colgate Palmolive and Bates for advertising of Palmolive shave cream, issued Jan. 15, has been denied, but there has not yet been any announcement of either a settlement or hearing.

Consent settlements do not represent an admission that the law was violated.

CHAIN CAN'T PUT OLEO ADS IN DAIRY SECTION

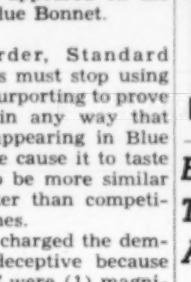
WASHINGTON, June 9—The Federal Trade Commission issued a consent order today forbidding the Food Fair Grocery Chain, Washington, from listing margarine in the dairy section of its newspaper ads.

The order specifically prohibits the chain from falsely implying margarine is a dairy product by listing it with cheese and butter under the headings "dairy department" and "ultra-fresh dairy department."

FTC's move is based on special anti-margarine restrictions which Congress adopted at the time the federal tax on colored margarine was repealed. #

James Hadley Retires from Kircher, Helton & Collett

James M. Hadley, senior vp and chairman of the industrial plans board of Kircher, Helton & Collett, Dayton, is retiring from the agency June 30 after more than 31 years in the agency business. Mr. Hadley joined Kircher, Helton in 1942.



James Hadley

He started his ad career in Chicago with the McJunkin Agency, now Gordon Best Co. He also was associated with Beaumont & Hohman and Almon Brooks Wilder agencies in Chicago and Stockton-West-Burkhart, Cincinnati.

introducing...
the FACTOR a new ingredient in men's toiletries that separates the men from the boys but not the girls... by MAX FACTOR

NEW FACTOR—*Max Factor, Los Angeles, initiates a new Male Factor theme for its men's toiletries line with the biological symbol for maleness. First ads, in black and red, will run in full and half pages in the June issues of men's and general magazines. Carson/Roberts is the agency.*

Bell & Howell Moves TV Public Service Ad Budget to ABC

NEW YORK, June 9—ABC has snared the Bell & Howell tv bundle away from CBS for the 1960-61 season.

The gain for ABC can be measured in more than money because this puts a regular public service show in the network's hitherto almost barren camp. Bell & Howell has signed to sponsor a minimum of 20 half-hour news specials with John Daly, in prime time. The order calls for full sponsorship of the shows.

A second part of the Bell & Howell buy is for full sponsorship of 26 shows on the "Churchill Memoirs," a half-hour series scheduled for Sunday at 10:30 p.m., EST. The show, which at one point was thought to be postponed until January because of the tv writers' strike, now has been set for a Nov. 27 start.

Bell & Howell has been a sponsor of "CBS Reports," as well as backing an NBC special, "Berlin Crisis" for 1959-60. McCann-Erickson placed the order on ABC.

■ Other new orders at ABC-TV were placed by General Cigar Co. and Sinclair Refining Co. for co-sponsorship of 17 telecasts of the 1960 season of the new Professional American Football League. ABC recently signed a five-year contract with the league for exclusive tv coverage of its games. The 1960 tv schedule, which will start Sept. 11, will include 15 Sunday afternoon games, one on Thanksgiving Day and the championship game two weeks after the regular season ends. The Sunday games will be carried on a split network, with the eastern half of the country receiving one and the western half another. General Cigar's order was placed by Young & Rubicam, and the Sinclair buy was made through Geyer, Morey, Madden & Ballard.

Veeder-Root Names Quinn

Robert F. Quinn, formerly director of advertising and sales promotion of Philip Carey Mfg. Co., Cincinnati, has been named advertising and sales promotion manager of Veeder-Root Inc., Hartford, Conn., manufacturer of computers and counting instruments.

Old Agreement with FTC Returns to Haunt Street & Finney, EWRR in Consent Order

WASHINGTON, June 9—Two advertising agencies discovered this week that sometimes it doesn't pay to rush into consent settlements with the Federal Trade Commission.

The FTC today issued consent orders involving the New York agencies of Erwin Wasey, Ruthrauff & Ryan and Street & Finney, and their clients, makers of Dr. Edwards' olive tablets and Beecham's pills.

The action came as a result of an agreement made between the two companies and the FTC over 15 years ago.

At the time of the original agreement, the agencies and their clients faced hearings on charges identical with those which FTC had lodged against Carter Products Co., for Carter's Little Liver Pills. Rather than duplicate the Carter litigation, the Edwards and Beecham companies told the commission they would accept whatever order the FTC ultimately issued in the Carter case.

■ To a large extent, today's order is moot because Beecham and Olive voluntarily stopped using the controversial claims soon after the complaint was issued.

On the other hand, Carter, which challenged the commission, was able to use the claims while the case bounced from the courts to the commission and from the commission to the courts and back again until the final decision last November.

In the case of Street & Finney, FTC's behavior represented a double standard of justice. It had been agency for Carter at the time that famous case started, but FTC decided several years ago that it did not play a policy-making role in developing Carter advertising.

In issuing the order against Street & Finney and EWRR in the Dr. Edwards' and Beecham's pills cases, FTC held them to their word in signing the original agreement, despite the fact that Street & Finney got off the hook in the first case.

■ The consent orders were filed against Plough Inc., Memphis, successor to the now defunct Olive Tablet Co., and Harold F. Ritchie Inc., Clifton, N. J., the distributor of Beecham pills since Beecham Pills Inc. went out of business.

Erwin, Wasey & Co. was the original agency cited in the complaint against Olive Co., but its legal successor is EWR&R. Street & Finney is the only company that was in on the FTC's original complaint.

Under the terms of the order, Plough and Ritchie must not claim that their products will aid in the flow or formation of liver bile or have any favorable effect on the tone of the intestinal muscles.

In addition, Ritchie must not represent that Beecham's pills will aid in the digestion of food or are an effective remedy for constipation.

■ In New York, David B. Williams, president of Erwin Wasey, Ruthrauff & Ryan, told ADVERTISING AGE that the consent decree involving Olive Tablet Co. has no effect on his agency's operations, since the account left the agency some years ago.

However, Mr. Williams said that while he's not an attorney, he would assume that his agency would be bound by the consent decree if it ever handles a product identical with Dr. Edwards' olive tablets. "If we signed anything under the agency's name I should think that we're obviously bound by it," he added. #

Exhibitors Set Fund Drive to Fight Pay TV

HARTFORD, June 8—Phase No. 1 of a determined effort by Connecticut motion picture theater interests to combat the projected Zenith-RKO General three-year pay tv experiment on WHCT-TV, Hartford, is firming up.

The Motion Picture Theatre Owners of Connecticut and other interested agencies have disclosed plans for an initial war chest of $10,000; each theater will be assessed on basis of 10¢ a seat; each drive-in theater will pay on basis of 10¢ per car space. B. E. Hoffman, of Connecticut Theatres Circuit; Morris Bailey, Bailey Theatres, and Bernard W. Menschell, Outdoor Theatre Corp., are fund co-chairmen and will make a progress report within 15 days.

Zenith-RKO General reportedly is prepared to spend millions over a three-year period on the Hartford pay tv project.

Pay tv has cleared the first hurdle for its planned big test later this year in Hartford; the FCC has granted permission to transfer WHCT-TV to Hartford Phonevision Co., which is owned by RKO General. Phonevision would experiment with Zenith Radio Corp.'s system of pay tv. #

Whirlpool Promotes Garman

Quentin B. (Cap) Garman, former sales promotion manager of Whirlpool Corp.'s refrigerator division, has been promoted to national advertising manager. He succeeds Raymond P. Muldoon, who was promoted to sales manager of Whirlpool's automatic washer and drier division. Ron Gow, previously advertising and sales promotion manager of Whirlpool's southeast sales division, has been named assistant to Mr. Garman.

KMEO Appoints Young

KMEO, Omaha, Neb., formerly handled by Daren F. McGavren Co., has appointed Adam Young Inc. its national representative.

Highlights of This Week's Issue

Columbia Broadcasting System completes agreements with Freies Fernsehen GMBH, a West German group set up to develop a second West German television network ..... Page 4

Louis J. Lefkowitz, New York's attorney general, says, "Unless false and misleading advertising is curbed, the public will become reluctant to purchase consumer goods, which in turn will endanger the entire national business economy" ..... Page 8

Attilio R. Frassinelli, Connecticut Consumer Protection commissioner, says that so-called "giveaways" tied in with other purchases can be legal under the state's unfair practices law, provided "certain conditions" are noted ..Page 14

H. W. Gossard Co. will feature the "Debbie Reynolds look" in its fall advertising and merchandising campaign ..... Page 15

Ontario relaxes liquor and beer advertising regulations in a move to retain much of the estimated $40,000,000 a year now spent on beer and liquor advertising beamed at the province, but placed outside its limits ..... Page 22

National Council of Churches assails television's and Hollywood's "pathological preoccupation with sex and violence," as well as "dishonest practices within the industries" ..... Page 25

Product Acceptance & Research announces a new service to aid market testing of new products, new labels and other innovations in the grocery field ..... Page 26

William Hamilton, postmaster general, says the post office of Canada will spend $200,000 to promote better addressing this year ..... Page 32

Simonis Co. will use national and spot television to introduce its newest product, Wax-0, an auto polishing wax in a water base ..... Page 36

Ralston Purina Co. develops a plan whereby locally produced and locally oriented programs will be tied in with the company's show, "Expedition" (ABC-TV) during the 1960-'61 season ..... Page 39

Lewis Bonham, president of Miles Products Inc., calls upon media to exercise their own censorship to upgrade the "character" of advertising ..... Page 48

Lentheric celebrates its diamond jubilee as a fragrance house with a new line of bath products, a new agency and its first year-round campaign ..... Page 49

Quentin M. Lambert, director of public relations, Illinois State Toll Highway Commission, says the three-year $500,000 program of advertising and traffic promotion for the Illinois Tollway "has been extremely beneficial and productive in achieving its goal of accelerating the normal rate of traffic growth" ..... Page 54

Walter Guild, president of Guild, Bascom & Bonfigli, warns that continued widespread use of the irritation technique in tv advertising could bring on government regulation of all advertising ..... Page 56

J. L. Fisher Jr. is elected president of M. M. Fisher Associates, succeeding his father, the late J. L. Fisher Sr. ..Page 72

Beatrice Foods Co. spent $8,214,043 for advertising and sales promotion during fiscal 1959 ..... Page 77

E. B. Weiss discusses the vending machine era ..... Page 96

New York state attorney general's office files a summons and complaint in the supreme court against Hobbs-Hall House, contest promoter, and three other co-defendants Hobbs-Hall is alleged to control, charging them with fraudulent and illegal activities and asking that the businesses be dissolved ..... Page 103

Ross D. Siragusa, president of Admiral Corp., says, "Advertisers and broadcasters who present tv commercials in poor taste run an increasing risk of 'pushbutton censorship'" ..... Page 104

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TV 'Stinks' as Medium, Hodges Asserts to Adclub

Low-Rated Service Shows Sell Better Than 'Blood on Floor,' GB&B Exec Says

HOLLYWOOD, June 7—A tv program attracting the biggest rating isn't necessarily the most efficient advertising buy, Ernest J. Hodges, vp of Guild, Bascom & Bonfigli, San Francisco, said here yesterday.

Mr. Hodges expressed his agency's thinking in a speech before the Hollywood Advertising Club. It was coupled with the kind of criticism that many GB&B executives have been making against the medium in recent years.

"I submit to you that most of today's prime time television is a dead fish that stinks two ways—upwind and downwind," Mr. Hodges said. "It stinks on the upwind of quality and service. It stinks also in an area that hits me where I earn my living. It simply stinks as an advertising medium, as a vehicle for commercials that can persuade people to buy our client's products.

■ "Now that's a hard point to make with many people. It's hard for them to believe that a program which attracts the biggest ratings, the most millions of people, isn't necessarily an efficient advertising medium.

"It's hard to sell the concept that a good non-violent program which may, at the same time, offer a little information and education, is a better advertising vehicle than many 'bigger' shows," he continued. The agency man said GB&B had frequently proved this concept for its clients by buying a modestly rated show, which would provide a relaxed framework for commercials, in preference to a high-rated tense-type show.

Mr. Hodges emphasized the difficulty of this kind of tv scheduling. He said shows that are not, "formula violence" are hard to find and, once found, are hard to place in any kind of decent time on the networks.

■ As proof of the soundness of the agency's approach to tv buying, Mr. Hodges cited the experience of Ralston Purina, whose share of market for its cereals has tripled in the last several years, when most of the ad budget went into public service rather than "blood on the floor" tv shows.

Ralston's experience with "Bold Journey," and "High Road," and its plans for the new "Expedition" series were detailed. He called attention to the added plus that the sponsor had received through educators' support of these tv series (*see story on Page* 39).

For "legitimate payola" of the sort that comes when the public believes in the commercials and the products they offer, Mr. Hodges advised advertisers to remember that they, like the networks, the writers and the packagers, have a stake in the public service aspects of television. #

Papert, Koenig Adds Two

National Associated Mills, Indianapolis, has appointed Papert, Koenig, Lois, New York, to handle advertising for its Round-the-Clock stockings, a new product. Billings are estimated to be about $250,000. Papert, Koenig also has been named by Park & Hagna, New York, to handle advertising for Dilly Beans, a new product. The food item is pickled string beans packed in glass jars.

NOSTALGIC—*To evoke scenes of its customers' childhood, Atlantic Fine Papers is running a series of color pages like this in 14 graphic arts publications. Smith Hagel & Knudsen, New York, is the agency.*

Liquor Ads Rose 20%, Pages 6.1% in Magazines During 1959: 'Newsweek'

NEW YORK, June 9—Liquor advertising in magazines increased 20% in 1959, and rose to $39,501,643—with a corresponding rise of 6.1% in pages to a record 3,414.9.

So far as magazines are concerned, bourbon is king. Of the liquor advertising total, 28% came from bourbon. The liquor advertising dollar was divided like this, according to *Newsweek's* annual report of alcoholic beverage advertising in magazines:

Bonded Bourbon	3.3%
Straight Bourbon	9.7
Straight & Bonded Bourbon	15.0
Blended Whisky	18.9
Scotch	15.8
Canadian	9.1
Other Whisky	0.5
Gin	8.3
Rum	3.3
Brandy	2.7
Cordials	6.4
Vodka	4.8
All other	2.2

■ The biggest brands in the various fields were: Bourbon—Old Grand-Dad and Old Crow with $1,700,000 and $1,199,000 respectively; blended whisky—Calvert Reserve with $2,600,000 (biggest individual brand in magazines) and Seagram 7 Crown with $1,900,000; scotch—Johnnie Walker and White Horse, with $684,287 and $551,504 respectively; Canadian—Canadian Club, $1,780,647 and Seagram's V.O., $1,551,145; gin—Gordon's with $1,024,621 and Seagram's Golden gin, $795,636; rum—Rums of Puerto Rico, $873,576, and Bacardi, $153,298; cordials—Southern Comfort Liqueur was tops with $357,133.

■ The malt beverage field was up substantially—61% larger on the basis of institutional spending. The total investment in magazines was $8,991,886 (doubling 1958 expenditures), and Anheuser-Busch was second with $1,252,001.

■ Six magazines accounted for 54.3% of distilled spirits advertising pages, the report noted: *The New Yorker, Life, Time, Sports Illustrated, Newsweek* and *Cue*. On a dollar basis, the top six were: *Life* ($11,203,535); *Time* ($4,485,068); *Look* ($4,403,863); *The Saturday Evening Post* ($3,846,032); *The New Yorker* ($2,635,209), and *Newsweek* ($2,303,248). #

Cohen & Aleshire Resumes Name, Adds Two New Accounts

NEW YORK, June 10—Cohen & Aleshire today resumed its name after a year of operation as Cohen, Dowd & Aleshire.

At the same time the agency made clear that the account losses of recent weeks were primarily those accounts which had come to it during its merger with John C. Dowd Inc.

Cohen & Aleshire also pointed to new business it has acquired, including Rhodes Pharmacal Co.'s Imdrin and a new product for Pannett Products for which the agency has high hopes.

According to Cohen & Aleshire, only two of its accounts were lost in recent months—Pharmacraft Corp.'s Ting and Frenchette.

■ It is continuing to service several accounts that came to it in the merger—Amstel American Corp.; Barbizon Plaza Hotel; Cott Beverage Corp. (and its affiliates, Big Giant Cola and Mission of California). Other current accounts are Chemway Corp.'s Lady Esther division; Chattanooga Medicine Co.'s Black-Draught laxatives and new products; Dormin Inc.; Grove Laboratories' 4-Way cold tablets; Fitch Dandruff Remover shampoo; Kiwi Polish Co.; Norwich Pharmacal Co.'s Nebs and other products, and Lydia E. Pinkham Medicine Co.'s vegetable compound and tablets and Pfunder tablets.

As for the future, the agency says its business is "good," its organization "strong; the key people in all departments, who were with us a year ago, continue on our staff." #

Nostrand Joins Food Machinery

Foster Nostrand, formerly with G. M. Basford Co., has joined the chemicals & plastics division of Food Machinery & Chemical Corp., New York, as sales promotion manager of the Dapon department, a new post.

'FM Guide' Agrees to Stop Misleading Listings

FM Guide, Chicago, has agreed to a Federal Trade Commission stipulation to stop listing more fm programs than are on the air in Chicago.

The magazine also consented to discontinue the claim that *FM Guide* contains the fm program listings of all Chicago fm stations when this is not true. The magazine agreed not to publish listings for stations unless they are fully set forth for the day.

AIA Defers IARI Action Pending Poll; Postpones Company Member Decision

Incoming Chairman Sharp Says International Moves Won't Injure Chapters

WASHINGTON, June 7—The Assn. of Industrial Advertisers by-passed two potent issues in a general business session that could have started off AIA's 38th annual meeting on a sour note.

• One major issue—whether or not the Industrial Advertising Research Institute would be allowed to go its own way—never reached the floor.

In the face of continual pressure from the institute, AIA put the issue temporarily to rest when the board Sunday, on the eve of the convention, directed the executive committee to poll the AIA membership by mail as soon as it is practical to determine IARI's fate.

AIA Meeting

• The second big issue, that of company memberships, reached the floor, but there was no showdown. The need for a decision was averted when Jordan D. Wood, vp for company memberships, reported that "neither we nor you are ready for" company memberships. He said his committee "without doubt will present constitutional revisions per your instructions—but it must occur later."

■ Meanwhile, Jay M. Sharp, manager of general advertising, Aluminum Co. of America, who became chairman of AIA's board (*see story on Page 120*), expressed concern about weakness of the

(Continued on Page 70)

AAW Names C&W, Stuart to Traffic Safety Task Force

SAN FRANCISCO, June 7—Task forces have been appointed by Dick Ryan, president of the Advertising Assn. of the West, to "study a volunteer advertising program which will assist the California state highway patrol in its efforts to reduce traffic accidents."

Harry Bright, treasurer of AAW and assistant vp in charge of advertising for Pacific Telephone & Telegraph Co. here, will represent the steering committee of the AAW on public service advertising projects.

Charles R. Stuart, advertising manager for the Bank of America, will serve as advertising manager for the traffic project.

■ Cunningham & Walsh, San Francisco, will be the task force agency, with Robert W. Bailey, exec vp western region, as account supervisor. Robert Brisacher Sr. will be account executive for C&W.

"This group," Mr. Ryan explained, "will study the California traffic situation as well as national campaigns on traffic safety now in use and will make recommendations to Gov. Edmund G. Brown and the state departments involved. Close contact will be maintained with Bradford Crittenden, director of the California highway patrol."

Cunningham & Walsh is the first of two agencies to be named by AAW to handle civic projects for California. AAW announced last month (AA, May 23) that an agency also would be appointed to head up an education project. #

Enelow Retires as Philco Ad Director

PHILADELPHIA, June 9—Max Enelow has retired as Philco Corp.'s director of advertising and sales promotion, after 32 years with the company's advertising activities. No successor has been named.

Max Enelow

His association with Philco's advertising operations dates back to 1928 when the company entered the radio field. He was then creative head of the national ad program which launched the first Philco radios in the American market.

In 1938, Mr. Enelow joined Hutchins Advertising Co., Philadelphia, as copy chief on the Philco account, and later was named a vp of Hutchins' Philadelphia office with supervision of all phases of the Philco account.

Mr. Enelow joined Philco as advertising counsel in March, 1953. In September, 1956 he was named advertising manager. Subsequently, his responsibilities were enlarged when he became director of advertising and sales promotion. #

Million Market Seeks President as Carr Resigns

NEW YORK, June 9—William B. Carr, currently serving a sentence for failure to file an income tax return, has resigned as president of Million Market Newspapers.

Official word of Mr. Carr's resignation came in a terse, two-sentence announcement put out by Million Market's board this week: "William B. Carr has resigned as president of Million Market Newspapers Inc. His resignation was accepted at a board of directors meeting following the annual meeting of Million Market Newspapers on June 2, 1960."

The Carr resignation was apparently submitted to the board after a six-month prison sentence was imposed on him by a federal judge May 20 (AA, May 23). At that time Mr. Carr's attorney, while pleading on a motion to suspend sentence, told the court that MMN would "risk its enterprise" by retaining Mr. Carr if the sentence were suspended.

■ Today a spokesman for the sales group said MMN has not decided whether to go outside the organization for a new president—as it had done for Mr. Carr—or whether to promote from within. A decision on a new top executive—a job paying around $45,000 a year—will probably come within "four to eight weeks," he added. #

Menard Joins Dawson-Tully

Donald P. Menard has joined Dawson-Tully Advertising, Tampa, as vp-secretary. At the same time, the name of the agency was changed to Dawson, Tully, Menard Advertising. Mr. Menard formerly was national sales manager of WTVT-TV, Tampa.

LeFebure Names Lyon Agency

LeFebure Corp., Cedar Rapids, Ia., will move its advertising account to W. D. Lyon Co., Cedar Rapids, Aug. 1. LeFebure Corp., a subsidiary of Craig Systems, Lawrence, Mass., manufactures business systems and equipment.

CBS Builds in Argentina, Signs German TV Pact

NEW YORK, June 9—Columbia Broadcasting System this week was busy with plans for expansion of its international tv activities on two widely separated fronts.

Merle S. Jones, president of the CBS-TV stations division, announced the completion of agreements with Freies Fernsehen GMBH, a West German group set up to develop a second West German television network. The agreements were worked out with the proposed new network's managing director, Friedrich Gladenbeck, during a visit here.

■ Mr. Jones also announced that CBS is in the final stages of construction of program production facilities in Buenos Aires.

The West German agreement calls for the experience of CBS to be placed at the disposal of Freies Fernsehen GMBH. If the approval of the West German federal government is forthcoming, this company expects to be licensed to operate commercial tv in West Germany, including Berlin, starting Jan. 1, 1961.

The West German government has started installation of 30 transmitters which will serve about 65% of the nation's population, with concentration on the larger cities. Eventually there are expected to be enough stations to serve the entire population. The eight state-operated tv systems now serving West Germany with one program service reach about 4,000,000 tv homes.

■ Both Mr. Jones and Mr. Gladenbeck emphasized that the agreements made this week were "not intended in any way to impose the American tv system on the operators of the West German television network."

In Argentina CBS is in the final construction phases of setting up a complete tv production operation. Here CBS is working in association with Goar Mestre, a leading figure in Cuban broadcasting for years. CBS and Mr. Mestre have formed an Argentine corporation known as Proartel.

■ Proartel has leased a motion picture studio in Buenos Aires for use as a tv program production plant. The plant will house three tv studios, with facilities for turning out live, tape and film shows. It will be used to dub CBS program properties for distribution to Spanish-speaking countries. It will provide film and tv tape service to South American clients. And Proartel will turn out programs for use by Rio de la Plata, the licensee of Channel 13 in Buenos Aires, and by other tv stations throughout Argentina. #

Healy Glaeske

BEER POSTER—*Examining poster erected throughout Maine, Massachusetts and part of New Jersey for G. Krueger Brewing Co., Newark, N.J., are Heinz M. Glaeske, Krueger president, and John Healy, account executive of Ellington & Co., New York, Krueger's agency.*

Kenton Pharmacal Names Jones

Kenton Pharmacal Co., Covington, Ky., has selected Ralph H. Jones Co., Cincinnati, to handle advertising for Sal-Fayne analgesic capsules. John L. Magro Advertising, Cincinnati, formerly handled the product.

Republic Starts $1,000,000 Drive to Sell 'Sizzle'

CLEVELAND, June 7—To convert distributors and salesmen of stainless steel from "order takers to order makers," Republic Steel Corp. has established a $1,000,000 training program which will center on product training and industrial selling.

Dubbed the Order Makers Institute, the program was unveiled here last week before a scheduled run at branches and headquarters of 50 stainless steel distributors around the country.

According to Republic, Order Makers Institute has two objectives. The first is to educate distributors and salesmen in stainless steel technology, fabrication and applications, plus some instruction on specific selling techniques. Republic hopes to accomplish this via a series of nine product education and sales meetings presented four to six weeks apart. Movies, flip charts, discussion sessions and other aids will be used.

■ The second phase of the program is directed at designers, fabricators and other consumers of stainless steel. By presenting a series of color movies to professional and consumer groups, the company hopes to pre-sell its product and create new demand for stainless steel.

Republic's agency is Meldrum & Fewsmith. #

Hammond Names Lembke VP

Harold C. Lembke, formerly general sales manager of Hammond Organ Co., Chicago, has been named vp of marketing of the company.

Today's Baltimore is one of America's *fastest growing* markets. At the same time, by virtue of its unique nature, Baltimore has remained the *most compact major market* in the nation.

More than 85% of Baltimore families (1.5 million people) live within a 15-mile radius from the heart of downtown, roughly the ABC city zone.

Equally as important, an estimated 92% of the total Baltimore market retail sales are consummated in this same compact area, making it a *highly productive* market—America's 12th largest, in fact.

Contact with this compact market now, as always, can be established best and most economically by your use of the Sunpapers. More than 88% of our daily circulation (77% of it home delivered) and more than 82% of our Sunday circulation (80% of it home delivered) is in Baltimore's concentrated, fast growing, highly productive city zone.

The Baltimore Sunpapers

ABC 9/30/59: Combined Morning and Evening 413,882 — Sunday 317,989

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

In The Top 20 In Total Retail Sales

Watch Food Sales Sprout

Hungry Metropolitan Greensboro Market ranks high in food sales in the South's top 25 markets—ahead of Charlotte, Augusta, Baton Rouge, close behind primary markets like Mobile and Chattanooga. Feed your sales story through the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for *"1959 Major U. S. Markets Analysis"* Brochure of all 292 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation.

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

Will your new product live up to test market results?

Your excellent test market results convinced you to go national with your new product. Naturally you can't expect all new products to live up to test market results completely. Locally you can, and probably did, place a little extra effort against your new product. Perhaps your salesmen achieved a little extra cooperation from your test market retailers. What can you do when you go national to make sure that your advertising gives you this extra effort, where you need it most—in your most important markets—with your most important retailers?

Read right here what top food store and drug store executives say about one medium—THIS WEEK Magazine. See how THIS WEEK helps you get immediate and enthusiastic trade acceptance in your dominant markets.

JOSEPH SEITZ
President, Colonial Stores, Inc.
Atlanta, Georgia

"We know the power of THIS WEEK, for it speeds the regularly advertised products off the shelves. We are well aware of the sales impact of THIS WEEK promotions. That's why we tie in so frequently with food advertising campaigns in THIS WEEK."

ADOLPH WEINBERGER
Chairman of the Board, Gray Drug Stores, Inc.
Cleveland, Ohio

"We are always delighted when a manufacturer chooses THIS WEEK for his campaign—particularly if a new product is involved. The sales power of THIS WEEK causes us again and again to step up shelf-facings of fine products promoted in THIS WEEK."

NEAL D. RAMSEY
President, Market Basket
Los Angeles, California

"THIS WEEK, more effectively than perhaps any other single medium, gives impetus to profitable turnover. When a supplier adds THIS WEEK to his advertising schedule, we take steps to accommodate the increased demand that follows."

Only THIS WEEK Magazine offers you these new-product advantages:

1. Dominance in 42 basic distribution points—your best urban markets.
2. Immediate trade acceptance with your most important retailers.
3. A fine editorial environment for products seeking quick consumer acceptance.
4. A dramatic record of low unit cost, high volume advertising results.

To start new products moving fastest...

CIRCULATION MORE THAN

Buy The Big One 13,000,000

McCabe Blasts Dictum That P.O. Rates 'Don't Hurt'

'Newsweek' Publisher Debunks McKinsey Report; ABP, NBP Hit Rival Plans

WASHINGTON, June 9—After a month of hearings, the postal rate case was almost ready for the jury, as Postmaster General Arthur Summerfield got in a few final licks at publishers and direct mail advertisers.

In rebuttal before the House post office and civil service committee, he said technical arguments lodged by publishers are intended "to spread confusion and doubt, to keep Congress divided and off balance, and to postpone indefinitely any decisive action."

Mr. Summerfield is to go before the committee Tuesday for what is billed as the final session. On Wednesday the House is to take up postal pay raises, and on Thursday the postal committee reportedly will meet in closed session to begin reaching a decision on the rate issue.

■ *Newsweek* checked in this week, as a newcomer to the postal rate wars. Gibson McCabe, *Newsweek* publisher, said one reason he decided to appear was that McKinsey & Co. had assured the Post Office Department that "neither the dissemination of magazines and newspapers, nor the financial position of those publications would be impaired by increases of postal rates on the scale proposed."

"No one from McKinsey ever discussed this bill with anyone at *Newsweek*," Mr. McCabe said. "And to say that the proposed postal rate increase would not impair our financial position is, in my view, more than a little ridiculous."

He compared the McKinsey statement with "the classic story of the boxer's manager: 'Don't worry, kid, he can't hurt us'."

It would cost *Newsweek* $742,000 before taxes, or $356,000 after taxes, and reduce its net profit after taxes from its best earning year by almost 37%, Mr. McCabe said. To indicate that increases could be passed on to subscribers and advertisers "is an indication of the superficiality of the report from McKinsey & Co.," Mr. McCabe contended.

■ Among the last of the user groups to go before the committee were the two rival business paper organizations, National Business Publications and Associated Business Publications. During their brief appearances they clashed head-on on paid versus controlled circulation.

Louis J. Perrottet, vp of Conover-Mast, appearing as chairman of the board of NBP, reported his organization includes publishers with both paid and controlled publications. He said existing postal rules put some business publications in second class, some in third class and some in the special controlled publication category, and that they ought to be rearranged "into a single homogeneous group."

"Paid and controlled publications in our association are compatible, not only with each other, but with the spirit and purpose of the original postal law," Mr. Perrottet said. "The ends achieved by either method of circulation are similar—maintenance of a reader list of qualified individuals," he argued. "In all other respects these two types of publications are identical—in the eyes of the reader and of the advertiser."

■ Charles C. Baake, of Miller Freeman Publications, San Francisco, who spoke for ABP, prefaced his prepared testimony with an off-the-cuff rebuttal on paid versus controlled circulation.

Noting that his company has both paid and controlled publications, Mr. Baake said paid circulation business publications belong in econd class with other publications, and that controlled publications should be in another category.

"The paid circulation publication owes its responsibility to the reader," he argued. "He shows he wants it by paying for it. The controlled circulation publication has greater responsibility to the advertiser, since that's where its income comes from."

■ The two associations saw alike, however, on technical journals of non-profit organizations, which now enjoy special postal concessions that are not available to privately owned publications.

Mr. Perrottet noted the not-for-profit publications which compete with many business publications pay the same postage rate they paid in 1925.

NBP also lashed out at association publications, which get second class recognition by classifying a portion of membership dues as "subscription payments."

"Not only do they receive the benefits of low postal rates in second class—giving them a competitive edge over exactly similar publications that pay controlled rates—but they also are allowed another subsidy in the form of tax exemption by the federal government—giving them a competitive edge over both second class and controlled business publications," NBP complained.

■ Starting on this same note, Mr. Baake for ABP pointed out publications put out by professional associations and other "exempt" groups pay a flat 1½¢ per lb. on editorial and advertising content, while privately owned trade and industrial journals pay 2½¢ per lb. on editorial and up to 14¢ per lb. on advertising content.

Mr. Baake lamented last week's move by Postmaster General Summerfield withdrawing proposals for increases on "privileged 40."

"The effect of this withdrawal is to compound further the existing inequity by maintaining, in 1961, the same rates he so convincingly states have been unchanged since 1925 or earlier.

"And of course the effect on us, based on the way the Post Office presents its figures, is to show an ever increasing deficit in second class, chargeable to all second class, but assessed against a few."

NBP also suggested that to minimize future quibbling over rates, some forum be developed for "pre-hearing" discussion of rate proposals. #

NEW ERA—*Chicago area students will be able to get free rides at Riverview amusement park on June 25 with tickets they get with each bag of New Era potato chips. The Frito Co. color page will appear in the June 17 Chicago Tribune. Dancer-Fitzgerald-Sample is the agency.*

Community Club Awards. *5,095,320 Pepsi bottle caps are impressive! Especially when you have to count them, as we did. Just one of the many Community Club Awards sponsors in Richmond . . . and all from just one 13-week cycle! Put your product on the next CCA cycle in Richmond . . . most sociable advertising you can do! CCA stations in Richmond and central Virginia:*

WXEX-TV 8
WLEE 1480

Tom Tinsley, *President*
Irvin Abeloff, *Vice Pres. WXEX-TV*
Harvey Hudson, *Vice Pres. WLEE, Radio*

NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; BLAKE BROWN COMPANY in the South and Southwest.

How many times must I repeat it?

NO STARCH IN THE SPORTS
SHIRTS! NO STARCH IN THE
SPORTS SHIRTS! NO STARCH
IN THE SHIRTS! NO
STARCH SHIRTS!
NO STARCH THE SPORTS
SHIRTS! NO RCH IN THE
SPORTS SHIRTS NO STARCH
IN THE SPORTS SHIRTS! NO

It's a stiff proposition, making a message stick. That's why frequency is an advertising must. You get an added measure of frequency with The Saturday Evening Post. ■ This is proved by the new study of media effectiveness, Ad Page Exposure. (APX measures the times a reader looks at your ad page.) ■ Your ad page in a single issue of the Post gets more than one exposure per reader. Actually, it gets 37% more chances to sell the average reader than the same ad in the other big weekly. And your Post ad page makes more calls on your better prospects, too. ■ The Saturday Evening Post puts a lot more starch in any advertising campaign, because . . .

A CURTIS MAGAZINE

The Saturday Evening POST

THE INFLUENTIALS MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST . . . THE HI-FREQUENCY WEEKLY!

Note: Total Ad Page Exposures to the readers of one issue: Post—30,861,000 . . . Life—30,110,000 . . . Look—30,702,000

False Ads Can Peril Economy, Lefkowitz Says

BALTIMORE, June 7—Unless false and misleading advertising is curbed, the public will become reluctant to purchase consumer goods, which in turn will endanger the entire national business economy, Louis J. Lefkowitz, New York's attorney general, told the Advertising Club of Baltimore last week.

Mr. Lefkowitz, who is also chairman of the committee of consumer frauds of the National Assn. of Attorneys General, said the problem of consumer frauds is becoming larger and larger, causing the public to lose confidence in the integrity of the market. Only a coordinated effort by news media, business and civic groups to alert the public can restore consumer faith, he said.

"Advertising must make of itself an instrument of leadership in creating a climate of public opinion and knowledge which will refuse to tolerate those who make a farce of integrity, of honesty, and of our traditional sense of values," Mr. Lefkowitz advised.

■ The New York attorney general outlined a program which his state is following to combat consumer frauds. Primary was formation of a committee of housewives who meet regularly with representatives of all media to work out problems of fraudulent advertising.

This same committee conducts a statewide educational program to alert the public. Mr. Lefkowitz also pointed out that New York has just recently enacted several statutes to counter fraudulent sales. #

Fallon Brangham Adds One

Fallon Brangham & Moon, Los Angeles, has been named agency for Regency Food Service in Southern California. The freezer-food service retailer is headquartered in New York City. Plans call for a $100,000 advertising budget in Southern California over the next six months. Initial advertising will be tv spots. The agency has added Richard B. Fyhrie, formerly with Kaiser Graphic Arts, Oakland, as an art director.

Medici Joins Rival Packing

Rival Packing Co., Chicago, has appointed Howard R. Medici Jr. merchandising and sales promotion manager, a new position. He formerly was director of marketing and merchandising of Grant Advertising, was director of marketing of Cott Beverage Corp. and director of advertising and sales promotion of Orange Crush Co.

McCarty Adds Pulp Maker

McCarty Co., San Francisco, has been appointed agency for Puget Sound Pulp & Timber Co., Bellingham, Wash., producer of chlorine dioxide bleached softwood sulfite pulp. Copy emphasis will be directed at product qualities, and a series of two-color bleed pages is scheduled in major paper industry publications.

Fitzgerald Names Davis, Pih

Fitzgerald Advertising Agency, New Orleans, has named Abbott Davis broadcast media director and Peter Pih manager of media research. Mr. Davis was with Lennen & Newell, New York, before joining Fitzgerald. Mr. Pih has been a member of Leo Burnett Co. for the past three years.

Stern, Walters Names Wahl

Fred Wahl, former art director at Aubrey, Finlay, Marley & Hodgson, Chicago, has been appointed art director of Stern, Walters & Simmons, Chicago.

Caples Names Koenig a VP

George Koenig, account executive and creative head of Caples Co., Los Angeles, has been appointed a vp. He has been with the agency since 1953.

Now is the time to come to the aid of your Party!
DON'T PASS THE BUCK—
GIVE YOUR BUCKS
to the Party of your choice!
DIG DOWN... DIG IN... VOTE!
SPONSOR

BUCKS—*Ads during early part of Advertising Council campaign will urge contributions to political parties.*

Ad Council's 4-Month Political Participation Push Gets Under Way

WASHINGTON, June 8—The Advertising Council is cooperating with the American Heritage Foundation in a four-month drive to increase political participation in connection with the 1960 elections.

Objectives are to increase registrations and voting; to get more contributions for campaign funds and to stimulate personal activity on behalf of candidates.

A volunteer task force of advertising writers and artists of Foote, Cone & Belding, New York, has prepared newspaper and magazine ads, radio musical spots, tv films, car cards and posters.

All advertising space and time will be contributed. Allan M. Wilson, vp of the council, forecast

AND BALLOTS—*As election day draws near, the Advertising Council drive will concentrate on getting out the vote.*

that advertisers and media this year would top their own record of 1956, when they provided space and time worth at least $12,000,000.

■ In the early phase of the campaign (June to mid-September) ads will urge: "Don't pass the buck—give your bucks to the party of your choice." Later the message will say: "Don't pass the buck—vote!"

The chairmen of the Republican and Democratic parties have endorsed the advertising program. #

Destelle Joins Franz

Thomas Destelle has joined Alex T. Franz Inc., Chicago, as copy chief. Mr. Destelle was formerly with Herbert Baker Advertising.

Why insurance advertisers put us first among New York evening newspapers

Reasons for buying insurance are deeply rooted in family living—and in the New York market, the World-Telegram *goes home* to families with *money to spend.* (As a matter of fact, 76% of its copies are printed after 2:30 p.m.) In the first four months of 1960, the World-Telegram carried *more insurance advertising linage* than any other New York evening newspaper—significant evidence of the calibre of its readership.

Among New York's evening newspapers, the World-Telegram is:

- **First** in Retail Advertising
- **First** in General Advertising
- **First** in Total Display Advertising
- **First** in Total Advertising

The advertiser's choice in the evening field!

Source: Media Records

New York's *quality* evening newspaper

New York World-Telegram
The Sun
A SCRIPPS-HOWARD NEWSPAPER

125 Barclay Street, New York 15, N. Y. • BArclay 7-3211 • *Or Scripps-Howard General Advertising Offices:*
230 Park Avenue, N. Y. C. • Chicago • San Francisco • Los Angeles • Detroit • Cincinnati • Philadelphia • Dallas

Westerners who sell with Sunset

Overlooking "Hillsdale," Bohannon-built community on San Francisco Peninsula.

MR. BOHANNON CREATES COMMUNITIES FOR WESTERN LIVING

(in the **Sunset** tradition)

"Builder" is too restrictive a term to describe David Bohannon. He is a creator of *communities*. His unique subdivisions and shopping centers have introduced a new kind of living to hundreds of thousands of Northern Californians. The suburban "villages" he has built would represent a market value of nearly a quarter billion dollars – and still more are on the drawing boards.

Sunset ideas have been incorporated in Bohannon homes since the beginning. "Sunset, more than any other magazine," he says, "has stimulated good Western home design and intelligent treatment of building sites." He and many other leading developers in the West and Hawaii, who have set a national pace in community planning, look to Sunset for guidance on what Western families need and want in their homes.

"Sunset's influence," says Mr. Bohannon, "begins with the architect's drawing board and extends to decoration and furnishings." Bohannon homes are equipped with products and appliances "as advertised in Sunset," because he considers that the hallmark of acceptability to Western buyers.

Sunset obviously didn't *invent* Western Living, as Mr. Bohannon says it did. But Sunset has so dedicated itself to helping people *enjoy* Western Living – in homes, gardens, cooking and travel – that it has become a gospel-book to 2,000,000 of the most discriminating, influential people in the region. "We read about it in Sunset" is reason enough for these Westerners to take action.

If you have a mind for statistics, here are some bench-marks: 92.4% of Sunset's families own their own homes. 18% build or buy new homes each year. 47% own a second home or property. Over 20% of them remodel their homes each year. Where there is so much pride in the home, there is an eager acceptance of *all* the things that make living more enjoyable.

So, if you want the best customers in the West and Hawaii, place your advertising in Sunset. If you market in only *part* of the region, use one or more of Sunset's three separate zone editions. When you do, you'll get *action*. As Dave Bohannon says, "Advertisers couldn't have a more desirable audience for their products than Sunset readers."

David Bohannon and Project Manager Earl Seaman go over plans for their next big venture, a 1600-acre subdivision and shopping center at Sacramento, Calif.

THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE MAGAZINE COMPANY, MENLO PARK, CALIFORNIA

Franchises Stimulate Competition, Say Mattress Makers Hit by U.S.

CHICAGO, June 9—Spring-Air Co., one of four important licensors of mattress trademarks which were sued last week by the Department of Justice for alleged anti-trust law violations (AA, June 6), this week announced that it will "vigorously uphold and defend the legality of the Spring-Air franchises."

Spring-Air contended that the government complains of the very provisions in the franchises which stimulate competition in the mattress industry by enabling relatively small manufacturers to make and sell nationally advertised Spring-Air brands without being obliged to pay for national advertising they do not use and could not otherwise economically afford.

The company pointed out that the mattress manufacturers who have Spring-Air franchises are independent local companies, and that each of them owns and uses brand names of its own in addition to trademarks which are licensed from Spring-Air. The company said its franchise assures each plant of its right to continue this part of its business without restriction.

The Justice Department has known the terms of Spring-Air franchise agreements since March, 1957, when there was a grand jury investigation which did not result in an indictment, Spring-Air said.

■ "It seems unjust for the resources and power of the national government to be used against a method of doing business which helps small businesses to compete in a market strongly influenced by national brands and large nationwide corporations," Spring-Air said. "We will certainly defend ourselves and endeavor to establish that it is not illegal for small companies to use franchises with territorial limits in resisting further concentration in the bedding industry."

Carl N. Singer, exec vp of Sealy Inc., also named in the suit, charged this week that the Justice Department's suits against members of the bedding industry "strike at the very heart of the great variety of franchise operations in the U.S."

In addition to Spring-Air and Sealy, suits were filed against Serta Associates and Restonic Corp. Restonic agreed to a consent decree which prohibits it from using prices in its national advertising, and from establishing exclusive sales territories for its member companies.

Mr. Singer said the suit "has far wider implications than simply in its present form as a suit against certain policies in the manufacture and sale of bedding by licensee arrangement. Sealy intends to defend this case vigorously to a conclusion," he said.

■ The Sealy executive pointed out that several years ago, the Federal Trade Commission investigated Sealy and dismissed a charge of anti-trust implication.

"Because our actual operation is designed not to restrain competition, but rather to aggressively promote it, we believe Sealy's program does not warrant criticism," Mr. Singer said. "It is our firm belief that the owner of a trademark has a lawful right to promote his own brand name, forcefully and adroitly. This is the real issue in this case, and it is the principal reason that we feel confident the courts will uphold our stand.

"Sealy has operated successfully for several decades under a program involving franchising of local small businesses throughout the country to manufacture and sell its products under its brand name. In this way, we have been able to merchandise and exploit to the fullest extent our nationally recognized trademark, and to provide vigorous and continuing competition to the giant individual corporations in the bedding industry.

"At the same time," Mr. Singer said, "we have contributed to the opportunity for small businesses to participate in the advantages of the use of this trade name. Any change in this program would be, in essence, a direct blow at thousands of small businesses. To uphold the government's contentions would be to give preferential treatment to the individual corporations."

■ Restonic Corp. told ADVERTISING AGE that there would be no cutback in its national advertising program as a result of the consent decree, which bans Restonic from mentioning price in its national advertising.

"We don't know if the consent decree will handicap us or not," Restonic said. "We will just have to wait and see how things develop. We agreed to the judgment because we felt that we could operate under it, but we want to make it clear that by signing the decree, we are admitting to no violations of any laws."

Although Restonic declined to discuss advertising expenditures, measured media sources disclosed that Restonic invested $74,187 last year in national ads, $42,550 in magazines and $31,637 in newspapers.

■ Price advertising in national ads was described as an "absolute must" by industry sources. "Can't you picture our company running an ad in the same magazine or newspaper with Simmons Co., with the Simmons ad highlighting prices and our ad completely ignoring prices," the company said.

Another source predicted that if the courts rule that prices may not be used in national advertising for Serta, Sealy and Spring-Air, the companies may drastically slash their national ad budgets. Local advertising (done by member companies) presumably is not a factor in the anti-trust action.

Serta reportedly invested about $300,000 in national ads in 1959, with an additional $2,500,000 being invested by Serta members in local media. It was estimated that Sealy spent some $1,500,000 in national media last year, plus an estimated $2,500,000 by Sealy members in local advertising. Spring-Air invested about $150,000 in national ads last year, with no estimate available for local advertising. #

A&W Root Beer to Meltzer

A&W Root Beer Co., Los Angeles, and its two subsidiaries, A&W Products Corp. and Frosty Glass Co., have appointed Richard N. Meltzer Advertising, Los Angeles, to handle its advertising. The parent company is a franchise organization which operates 2,200 root beer stands across the nation. A&W Products markets a unit for powering rotating signs and Frosty Glass distributes self-contained units for frosting glasses.

Stone-Cooper Adds One

Youngs Rubber Co. has appointed Stone-Cooper Inc., New York, for a national campaign on Atha-Spray, a new aerosol medication for athlete's foot. Magazines, newspapers and radio will be used.

Bowler Clayton Metzger Johnston Anderson Dinsmore

OFFICERS—*Fred G. Johnston Jr., Construction Digest, has been elected president of the Associated Construction Publications. James Clayton, Rocky Mountain Construction, Denver, was elected 1st vp; Kenneth O. Dinsmore, Constuction, Arlington, Va., 2nd vp; Gordon L. Anderson, Construction Bulletin, Minneapolis, secretary-treasurer, and John D. Bowler Jr., Southwest Builder & Contractor, Los Angeles, director. Ray Metzger, Construction News, Little Rock, is the outgoing president.*

Clean Up 'Unholy Mess,' Matthews Urges Radio Men

Bad Rate Situation Brings Agency Woes, Burnett Exec Says

NEW YORK, June 9—Another agency voice has joined the chorus of pleas for stabilized radio rates.

Leonard Matthews, marketing vp of Leo Burnett Co., Chicago, called on the Quality Radio Group stations to take the lead in cleaning up the "unholy mess" that exists in radio today due to a confusion of local, regional, national and co-op schedules, mixed with brokerage deals and the cut-rate activities of traveling buyers.

Mr. Matthews left the impression that he was preaching mainly to broadcasters not in the room, but he asked these high-power, old-line station operators to assume leadership in an industry cleanup drive.

The Burnett executive was a featured speaker at a two-day program and promotion clinic held here this week by the 19 members of the Quality Radio Group, which is headed by Ward L. Quaal, vp and general manager of WGN, Chicago.

■ Mr. Matthews said that the major advertising agencies "don't want to get into a dogfight," but that they never know if they are buying radio at the best rate for the client. This means, he continued, that agencies that abhor the practice find themselves forced into "price squeezing" to protect themselves from competing agencies that go to the client with plans for getting radio more cheaply than his current agency.

He complained of a growing volume of time brokerage buys in radio co-op, with the practice spreading to television as well. He urged the Quality stations, "as leaders, not to accept brokerage under the guise of legitimate co-op."

Mr. Matthews' suggested medicine for what ails spot radio rates: A single rate if possible; if not possible, fair and rigid standards for rate differentials.

The agency executive said national agencies are getting a lot of pressure from some clients as a result of the ever present rate problem.

■ Mr. Matthews advised radio to be increasingly concerned about the kind of image it has today among a great many advertising and agency people. He listed these as some of the things a "disturbingly high number of top agency and advertising people are saying about radio":

- Radio stations are all alike. The only difference is the physical difference of power, frequency, tower height, etc.
- Tonnage is the answer; buy by numbers.
- All stations cut rate; even the best client will say to an agency: "You're not buying by the card, are you?"
- Radio used to be a major medium; now it's a supplementary medium.
- Radio is a subliminal medium; even the commercials fade into the background.
- If you can't afford to buy 50 or more spots a week, you might as well stay out of radio.

■ Mr. Matthews said these observations are not generally true, but that "we all know stations that qualify for these indictments."

To improve their standing with listeners, the agency man advised stations to tailor their fare to the community and give it a "good mixture of what the people want to hear and what they should hear." He said the medium was in danger of becoming a potpourri of entertainment, news and commercials, so blended that it hides the impact of all, including the commercials.

Agencies and advertisers, Mr. Matthews said, must share the blame for the tendency to disregard commercial standards. He said the big advertisers have sometimes insisted on being squeezed into much-sought-after time periods, with the assumption being that they would have such a heavy schedule that only the little advertiser would be hurt.

■ Kevin Sweeney, Radio Advertising Bureau's president, had an easy job convincing the Tuesday luncheon meeting about the vitality of radio. To emphasize the medium's selling power, Mr. Sweeney pointed to two surveys. Preliminary results of a study by R. H. Bruskin Associates show that seven out of ten people said that they would turn on their radio set or call a radio station to substantiate rumors of an enemy attack, he said.

The second survey Mr. Sweeney referred to is a year-long test being conducted by RAB in Cleveland to measure the day-by-day impact of all money spent in media by the Higbee Co., a large department store. Although Higbee has been advertising in newspapers for the past 90 years of its 100-year history, radio has been able to match newspapers in impact during the less than nine months it has been used, the RAB head said. #

Users of Business Papers Must Demand Audits, Beard Says

NEW YORK, June 8—Associated Business Publications today commented that the recent Assn. of National Advertisers survey of unaudited business papers shows the need for advertiser demand for audit statements at the space buying level.

The survey (AA, June 6) shows 61% of the publications didn't reply to the survey made by an important segment of their customers; 32% of those responding asserted an audit statement is not worth the time and cost; 31% reported that a sworn statement, post office receipt or CPA audit is good enough.

■ William K. Beard, ABP president, commented that these figures show a "couldn't care less" attitude on the part of the unaudited publications. He went on to say that "the expressed desire for audits on the part of advertiser organizations will not have the desired effect unless it is backed up by a demand for audits on the part of firing-line people who actually place business paper advertising space."

(*For another expression on the ANA survey, see editorial on Page 18.*)

ABP ISSUES NEW RESEARCH CHECK-POINTS

NEW YORK, June 8—Associated Business Publications, through its publishing management committee, has issued "Check-Points for Sound Advertising & Marketing Research."

These proposals have been sent to member publishers for test use. They are based on ARF and IARI data.

ABP publishers have been asked to use the form in presenting their research, and to publicize their use of the form and report results to ABP headquarters. The form provides for data and information about techniques, presentation and interpretation of any study. The form is available to other business paper publishers.

Members of the committee are Angelo R. Venezian, McGraw-Hill Publishing Co.; Arthur J. Bamford Jr., *Bakers Weekly*; John W. Hartman, *Sales Management*; Charles H. Hashagen, Lebhar-Friedman Publications; James H. Moore Jr., Moore Publishing Co.; Archer W. P. Trench, *American Metal Market*, and D. Bradford Wilkin, *Progressive Architecture*. #

Zakin Adds Elko

Elko Textile Co., New York, has appointed Zakin Co., New York, to handle its advertising.

BALTIMORE IS AN EVENING PAPER MARKET

---AND THE BALTIMORE NEWS-POST ITS LEADING EVENING NEWSPAPER!

Baltimore merchants **know** this! That's why they put practically all their advertising dollars "on the line"—in the evening newspapers!

Baltimore Is An Evening Paper Market

Evening newspaper circulation represents 97% of all occupied dwelling units in the A. B. C. City Zone. And of these, The Baltimore News-Post delivers the most.

When you advertise in the News-Post, you're reaching the market you want to reach—the Big Market, the Buying Market, the Evening Paper Market!

The Fresh Point of View

The Baltimore News-Post is the biggest selling evening newspaper in the Baltimore area. It gives its readers the most complete, up-to-the-minute news coverage—it analyzes the news in depth—it provides entertaining and informative features for every member of the family—and, it's famous for its modern, "fresh point of view"!

Call in Your Hearst Advertising Service Representative

Plan now to present your product to the Baltimore buying public when it's most receptive to your message — in the pages of The Baltimore News-Post.

LOCAL ADVERTISERS PUT THEIR MONEY IN THE EVENING PAPERS

Media Records Prove It!

The two Evenings Papers carry 85% of the Daily Retail Advertising.

NEWS-POST CAPTURES 3 "FIRSTS" IN BETTER NEWSPAPER CONTEST!

In the 1960 Maryland Press State-wide competition, the News-Post won first place awards in Editorials, News Photography and Typography, and placed second in two other categories.

The **Baltimore News-Post**

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC. • OFFICES IN 15 PRINCIPAL CITIES

CBS-TV Returns to Giveaway Arena with New 'Video Village'

NEW YORK, June 8—CBS-TV may have been playing the waiting game.

The network, which announced in the wake of last fall's tv quiz scandal that it was scrubbing its schedule of all lavish giveaway game shows, appeared today to be making a timid re-entry into this type of programming. CBS will add a new game series, "Video Village," in the weekday 10:30 a.m., EDT, time period, starting July 11.

The new show is being produced by Merrill Heatter and Bob Quigley. Mr. Heatter was producer of "Top Dollar," a quiz show dropped by CBS during its housecleaning last October.

■ CBS has been dominating the afternoon scene with its block of soap operas. Its "Edge of Night" garnered the highest rating of any daytime series, 9.9, according to Nielsen's average audience ratings for the two weeks ended May 8. Next in line was its "Guiding Light," with an 8.8, followed by "As the World Turns," with an 8.5.

The morning segment, however, presents an entirely different picture. NBC here has been winning in the Nielsen ratings with its list of game shows, including "Play Your Hunch," "Price Is Right" and "Concentration." CBS obviously hopes to get a better early start in the ratings race by pitting its new game show against "Play Your Hunch."

■ Although CBS seems to be bending slightly away from its aversion to giveaway shows, Frank Stanton, president of CBS, told ADVERTISING AGE that the new show represents "no change in policy." Mr. Stanton was not familiar with the format of the show, but, he said, "It must be within our policy, with the money prizes being small enough and the merchandise prizes paid for by us."

Michael Dann, vp in charge of network programs in New York, said that the show would conform with network policy. The prizes, which he described as "nominal," could amount to "several hundred dollars." Merchandise will include such things as appliances, cameras, and sporting goods.

■ "Video Village," which seems to be a tv version of such familiar old games as Monopoly or Finance, utilizes its studio village setting as a giant game board. Two contestants compete for prizes by alternately spinning a dice cage and advancing a number of squares which correspond to the number shown on the dice.

The squares offer prizes and setbacks. First player to reach the end of the "village" wins the game and vies against a new opponent. Jack Narz, formerly of "Top Dollar," will serve as host of the new show.

"Video Village" will replace "On the Go," a human interest interview show. Two other new shows, both dramatic series, will be added to the CBS daytime lineup this summer.

■ "Full Circle" will replace "For Better or Worse" in the 2 p.m., EDT, time slot, starting June 27 from Hollywood. "Far Horizons" (tenative title), another new Hollywood production, will begin broadcasting in the 11:30 a.m. time period, starting July 11. On that date, "December Bride" will shift from its current 11:30 spot to 10 a.m., replacing "Red Rowe." No sponsors have been signed yet for the new series. #

CONTEST WINNERS—*These two young stalwarts are the top winners in the annual competition for creative writing and poster art in the San Francisco public and parochial schools sponsored by the San Francisco Advertising Club: Jim Castillo, 17 (right), Continuation high school, won the $75 first award for poster art and Stephen Yotter, 17, Abraham Lincoln high school, won the $75 first award for creative writing.*

11 Brands Are No. 1 in All 21 Markets in '60 Consolidated Consumer Analysis

Carnation, Toni, Crisco, Pall Mall, Revlon, Colgate, Playtex Among Leaders

CHICAGO, June 9—Of the 100 product categories listed in the 1960 Consolidated Consumer Analysis, 11 brands led in all 21 markets covered.

Compiled from surveys conducted by 22 participating newspapers, items surveyed include food, soaps and detergents, toiletries, beverages, appliances, automotive and a miscellaneous category.

Categories where the brand choice was unanimous in all markets were:

- Powdered milk—**Carnation.**
- All purpose shortening—**Crisco.**
- Instant potatoes—**French.**
- Facial tissue—**Kleenex.**
- Paste floor wax—**Johnson.**
- Liquid floor wax—**Johnson.**
- Lipstick—**Revlon.**
- Non-filter cigarets, women—**Pall Mall.**
- Home Permanent—**Toni.**
- Toothpaste—**Colgate.**
- Girdles—**Playtex.**

■ For each subject in the survey, medians have been calculated to show a three-year trend picture for a combination of all 21 markets. In addition, a three-year trend in product use market-by-market is shown for each of the basic product categories.

Among the brands which held the lead in their respective categories in large majorities of the 21 markets were:

- Peanut butter—Skippy led in 17 markets.
- Instant coffee—Maxwell House in 16 markets.
- Cake mix—Betty Crocker in 13 markets; Pillsbury in six.
- Refrigerated, ready-to-bake biscuits—Pillsbury, 18.
- Frozen vegetables—Birds Eye, 15.
- Aluminum foil—Reynolds, 16.
- Products for linoleum or tile floors—Spic & Span, 18.
- Household laundry products—Tide, 20.
- Electric shavers for men—Remington, 18.
- Underarm deodorant, men—Mennen, 19.
- Washing machines—Kenmore, 17.
- Television sets—RCA Victor, 20.
- Automatic dishwashers—General Electric, 20.
- Automobiles—Chevrolet, 18.

■ A dramatic switch which was noted in the scouring cleansers category last year has heightened. In the 1958 report, Ajax was most often named in 17 markets and Comet in five. Last year, Comet was favored in 15 markets, Ajax in five. This year's analysis puts Comet ahead in 19 markets and Ajax ahead in two.

Winston cigarets gained the largest number of firsts in the filter category among men—10. Kent held first place among men last year in 12 markets and this year holds the lead in eight. Women, however, still favor Kent in 14 markets.

Among non-filter cigarets, Camel led in 14 markets in the men's division, and Pall Mall in six. Last year, Camel's lead over Pall Mall was 18 to two. Pall Mall captured first place in all markets surveyed in the women's division.

Newspapers participating in the 15th consumer analysis were the *Chicago Daily News, Chicago Sun-Times, Columbus Dispatch & Citizen Journal, Denver Post, Duluth Herald & News-Tribune, Fresno Bee, Honolulu Star-Bulletin, Indianapolis Star & News, Long Beach Independent & Press Telegram, Milwaukee Journal, Modesto Bee, Newark News, Omaha World-Herald, Oregon Journal, Phoenix Republic & Gazette, Providence Journal-Bulletin, Sacramento Bee, Salt Lake Tribune & Deseret News, San Jose Mercury & News, Seattle Times, St. Paul Dispatch & Pioneer Press* and *Wichita Eagle*. #

Kansas City FM Group Formed

The FM Broadcasters of Greater Kansas City has been formed as a division of the Electric Assn. of Kansas City, Mo., with Chris J. Stolfa, commercial manager of KCMO-FM, as its first chairman. Member stations include KCJC, KCMK, KCMO-TV, KXTR, WDAF-FM and KBKC-FM, both scheduled to go on the air this fall; as well as educational stations, KANU and KCUR.

W. F. Silbersack, 58, Head of American Home Products, Dies

DARIEN, CONN., June 7—Walter F. Silbersack, 58, president and a director of American Home Products Corp., died here yesterday.

Mr. Silbersack was born in Cincinnati, attended the University of Cincinnati from 1918 to 1921, and worked with Procter & Collier and Thompson Koch Co., Cincinnati agencies, from 1917 to 1923, and part of his later university career he was assistant professor of advertising and marketing at the university.

He joined A. S. Boyle Co. in 1923 and became general manager in 1925. When the Boyle company was acquired by American Home Products he came along, was elected a director in 1935, exec vp in 1943, and president in 1945.

LESLIE A. TRUMBLE

LA CROSSE, WIS., June 7—Leslie A. Trumble, 64, advertising manager of Trane Co. for the past 38 years, died June 1.

Born in Vassar, Mich., Mr. Trumble was a graduate of Ohio Northern University, where he majored in electrical engineering. He joined Trane in 1922, only seven years after it was incorporated, and became the company's first ad manager. At that time, the company made only heating specialties and pumps.

■ In his early years with Trane, Mr. Trumble wrote several technical articles which appeared in national air conditioning trade magazines. During his long service with Trane, he built the ad department from a small group of people to an organization of nearly 60 advertising and publicity specialists.

His chief outside interest since college has been electricity and radio. One of his projects at the time of his death was an ingenious new type of tape editing machine. #

Conover-Mast Tells Own Publishers: New Deadlines Are Firm

NEW YORK, June 9—Conover-Mast Publications, which announced a new schedule of closing dates for its eight magazines last week, has put its own respective publishers on notice that it expects the new deadline rules to be followed to the letter.

A. M. Morse Jr., vp of the company, said that C-M is determined to eliminate "the fantastic waste of valuable human time, and of money, too, on the part of all concerned. We are going to make our rules stick and we hope others in the industry will take an identical attitude."

■ Henceforth, Mr. Morse said, Conover-Mast publishers who accept advertising or plates after final deadlines will be "penalized specific sums in their profit and loss statements." He did not give any details on the mechanics of the penalty, nor did he say how much acceptance of a late ad would cost the guilty publisher.

For advertisers who submit plates after final closings Conover-Mast said it would "not run the hazard of being late making over for them. The risk of lost investment is taken by the agency and the advertisers," it added.

■ Conover-Mast has also appointed Bernard Wain as sales manager of *Construction Equipment*, New York. Mr. Wain, who was formerly regional sales manager of the magazine in Chicago, succeeds Charles R. Byrum, who has resigned. #

Shaffer Named Bissell Ad Head as Fors Resigns

GRAND RAPIDS, MICH., June 10—William B. Fors, director of advertising, and Robert E. Gray, sales manager, of Bissell Inc., manufacturer of Bissell carpet sweepers, have resigned from the company, effective immediately.

Mr. Fors told ADVERTISING AGE that he and Mr. Gray resigned because of a "marketing policy disagreement." Both said they were not ready to announce future plans.

A. J. Shaffer, sales promotion manager, was promoted to advertising manager, succeeding Mr. Fors. Bissell said a successor to Mr. Gray has not been appointed. Mr. Shaffer told AA that he had no idea why Messrs. Fors and Gray resigned. Mr. Shaffer has been with Bissell for 15 months, and operated his own wholesale appliance distributor company in Lansing, Mich., before joining Bissell.

■ Mr. Fors joined Bissell as sales promotion manager two and one-half years ago and has served as director of advertising for the past six months. Mr. Gray has been sales manager of Bissell for the past three and one-half years. #

Common Circulation Audit Form Needed, Gascoigne Asserts

CHICAGO, June 8—T. Richard Gascoigne, board chairman of Hayden Publishing Co., today urged circulation managers of leading business publications to work for the adoption of a common circulation audit form.

Speaking at the fifth annual circulation seminar sponsored by Advertising Publications Inc., Mr. Gascoigne pointed out that "this progressive step is squarely up to the circulation managers."

He reminded his audience that "the advertising buyer is not interested in whether the audit is blue or yellow, but rather what is on the audit. If a joint committee of circulation managers from Business Publications Audit and from Audit Bureau of Circulations were to work for a common audit form, everyone would benefit."

■ While avoiding talk of any BPA or ABC merger, Mr. Gascoigne added, "As a publisher, I say let those who wish to retain membership in ABC do so. And as a publisher, I say let those who wish to retain their membership in BPA do so. But as a business man, I would hate to see the duplication of activities."

In detailing the features that should be incorporated in this proposed audit form he stressed uniformity and completeness. He noted especially the importance of requiring all publications in an industry category to comply with standard definitions and circulation breakdowns.

"While the current breakdown is more definitive in BPA—numbering 60 categories in the case of electronic publications," Mr. Gascoigne said, "uniformity is better adhered to in the case of ABC. Adopting the best features of both would clearly benefit the advertiser. The common form should be uniform for the field covered." #

Tri-Metal Names Corson

Robert R. Corson, formerly with the *Philadelphia Inquirer*, has been named advertising manager of Tri-Metal Works Inc., East Riverton, N. J., manufacturer of ice cream trucks and pizza mobile units.

Ambasciata d'Italiana

His Excellency, Signor Manlio Brosio . . . Ambassador of Italy to The United States and Mrs. Brosio are shown in the Residence of The Italian Embassy at Washington, D. C. One of a series by WTOP-TV on the Washington diplomatic scene.

WTOP-TV 9
WASHINGTON, D.C.
REPRESENTED BY CBS TELEVISION SPOT SALES

Operated by The Washington Post Broadcast Division: WTOP-TV, Channel 9, Washington, D.C. • WJXT, Channel 4, Jacksonville, Florida • WTOP Radio, Washington, D.C.

Tobelman Joins Horton, Church

William Tobelman has joined Horton, Church & Goff, Providence, in its account service department. He formerly was advertising manager of the industrial products division of Brown & Sharpe Mfg. Co.

Wade Moves Hecker to L.A.

Arthur V. Hecker has been transferred from the Chicago office of Wade Advertising to its Los Angeles office. He will be production manager there, in charge of all print production.

Bickers Joins McDonnell

John H. Bickers has been named advertising manager of McDonnell Aircraft Corp., St. Louis. He formerly was ad manager of the Cedar Rapids division of Collins Radio Co.

Kapp Joins Management

William K. Kapp, formerly with *Good Housekeeping* and *Parade*, has joined the New York sales staff of Management Magazines Inc., Greenwich, Conn.

iTP
A NEW STANDARD FOR MEASURING THE EFFICIENCY OF THE ADVERTISING DOLLAR
The OIL AND GAS JOURNAL
TULSA, OKLAHOMA

Wood Dickenson Stevens

FOR POSTERITY—*Equitable Life Assurance Society of the U. S., New York, has presented to the Library of Congress films of its tv series, "Our American Heritage." Melville P. Dickenson, senior vp of Equitable, presents the films to Jennings Wood, chief of the library's exchange and gift division, and Robert Stevens, coordinator for the development of collections. The 1959-60 series over the National Broadcasting Co. network covered the lives of famous Americans.*

'Giveaways' in Conn. Called Legal Under 'Certain Conditions'

HARTFORD, June 7—Connecticut Consumer Protection Commissioner Attilio R. Frassinelli said last week that so-called "giveaways" tied in with other purchases can be legal under the state's unfair practices law, provided "certain conditions" are noted.

Basing his stand on a legal opinion from the state attorney general, Albert L. Coles, the commissioner said that giveaways can conform with the 6% minimum price markup law provided certain conditions are met.

He said a store may advertise and dispense "free" merchandise under the law, provided the price of the "combined items," including the free items, adds up to the minimum price markup standard.

■ In determining the legality of such tie-in sales, he said the value of all such items must be computed to see that the total price for the combined items does not go below the minimum markup provision.

The commission has also turned attention to clarifying the situation where certain merchandise is offered free with purchases totaling $5 or more.

Mr. Frassinelli said this practice complies with the law as long as none of the items in the total purchase falls below the minimum markup level and that the total price can absorb the cost of the free item.

He indicated in this case his main point would be to detect the so-called "loss leaders."

The minimum markup law calls for a 6% markup plus freight on items which a store buys from wholesalers. But in the case of many large chains, buying direct from the manufacturer and bypassing the wholesaler, the markup must be 8%, plus freight, rather than 6%. #

WPEN Joins Mutual

WPEN, Philadelphia, formerly an independent, has affiliated with Mutual Broadcasting System. Mutual's previous affiliate in Philadelphia was WIP, which left the network recently to become an independent.

Earley, Mammen Promoted

Arthur E. Earley, head of the marketing services division of Meldrum & Fewsmith, Cleveland, and Edwin H. Mammen Jr., group supervisor of the agency, have been elected vps.

Moore Gets Exide VP Post

C. J. Moore, former general sales and marketing manager of the Exide industrial division of Electric Storage Battery Co., Philadelphia, has been promoted to vp-marketing of the division.

69% of Retailers See Good Summer Sales, BofA Finds

NEW YORK, June 7—Summer dog days are not expected to muzzle retail business this year, according to a survey issued by the Bureau of Advertising, American Newspaper Publishers Assn.

After checking 188 retailers in 83 markets in the U. S. and Canada, the BofA reported that nearly seven out of ten—or 69%—of the retailers were cheerful about summer business prospects, while 21% expect about the same volume as last year. A drop in summer sales was forecast by 10% of those surveyed.

■ Although most of the retailers were optimistic about summer sales in 1960, things did not appear as bright as in 1959, when 78% forecast increased business. For this summer, the average sales increase predicted was 8% against an average predicted decline of 7.5%.

Most of the merchants, however, are optimistic about profits, with 59% expecting an average profit rise of 10%, 28% expecting no change in profits over last summer, and 13% predicting an average profit decrease of 7.5% from last year. #

WLW Names Gaulocher

WLW, Cincinnati, has appointed Todd Gaulocher eastern sales manager. Mr. Gaulocher was formerly an account executive in both radio and tv sales in the New York office of Crosley Broadcasting Corp.

Corrigan Joins Shriver

George T. Corrigan has joined Shriver Co., Baltimore, as an account executive. Mr. Corrigan was formerly with Bert Claster Productions and on the sales staff of WBAL-TV, Baltimore

TOPS
in
QUALITY of CIRCULATION
Covers 91.3% of stores with sales over $50,000 per year—who do 80% of all hardware business!
VITALITY and GROWTH
10% higher in paid circulation than the second book! In 5 years, 4 times the growth of the next largest-growing book.
WHY? Because these leading dealers and wholesalers say they "Depend upon it the most" . . . according to Fall, 1959, national surveys by independent Market Research Bureau.
Make your basic trade choice
HARDWARE RETAILER

SERVICE is more than just a word at Lake Shore
. . . it's people in action, giving you the finest service available anywhere on these services you need:
3M PRE-MADEREADY ELECTROTYPES
REILLYTYPES · REILLY PLASTICTYPES
R.O.P. COLOR NEWSPAPER MATS
ENGRAVING SERVICE DEPARTMENT
SEeley 8-1010
LAKE SHORE ELECTROTYPE DIVISION • 1224 W. Van Buren • Chicago 7, Ill.

ALBUM BOX—*H. W. Gossard Co. will feature its Answer-Deb foundation line in these boxes designed to look like record albums.*

Gossard Drive to Feature Debbie, New 'Album' Pack

CHICAGO, June 7—Fall advertising and merchandising campaigns for H. W. Gossard Co. will center on the "Debbie Reynolds look," and will feature the Hollywood star's picture in advertising and on boxes.

Answer-Deb foundation garments will be featured in color pages in August issues of *Mademoiselle* and *Seventeen*, and in September issues of *Photoplay*, *Redbook* and *True Story*.

Ads will promote the offer of "Mirror Talk," a booklet on fashion and grooming co-authored by Miss Reynolds and Gossard. It is free with the purchase of Answer-Deb garments.

Packaging innovations include a new "album" box, with a foundation garment inside the flat, 12½" package.

Edward H. Weiss & Co., Chicago, is the agency. #

Taft Broadcasting Shows $4,253,021 Profit for '59

Taft Broadcasting Co., Cincinnati, had net revenues of $10,426,310 and operating profits of $4,253,021 for the 1959 fiscal year which ended March 31, 1960. Both figures were gains over 1958 revenues and profits, with revenues for that year amounting to $8,972,501, and profits hitting $3,470,817.

On the basis of 1,486,528 shares of common stock outstanding, Taft had final net profits of 95¢ a share for 1959, as compared with 76¢ a share for the previous year.

Chilton Promotes Three

Richard H. Groves has been promoted to marketing manager of *Iron Age*, a Chilton publication. He will be assisted by Robert A. Wilt, appointed promotion manager, and George V. Shanno, named manager of market research. Mr. Groves previously handled the magazine's marketing assistance program; Mr. Wilt was promotion manager of Chilton's book division, and Mr. Shanno was assistant promotion manager of *Iron Age*.

Andrews Agency Adds 1

Racine Hydraulics & Machinery, Racine, Wis., has appointed Andrews Agency, Milwaukee, to handle advertising for its machinery division as part of the company's planned expansion and diversification into the construction equipment field. L. W. Ramsey Advertising, Davenport, Ia., handles the company's hydraulic and mobile divisions.

Kansans Name Sandstrom

Thad Sandstrom, general manager of WIBW, Topeka, Kan., has been elected president of the Kansas Assn. of Radio Broadcasters.

Tele-Tape Productions Bows

Tele-Tape Productions, a new organization to provide mobile tv tape production, has been opened at 434 W. Chicago Ave., Chicago. Principals, all formerly with National Broadcasting Co., are Phil Bodwell, president; John Natale, vp, and Ray Fruetel and Richard Riedel, directors.

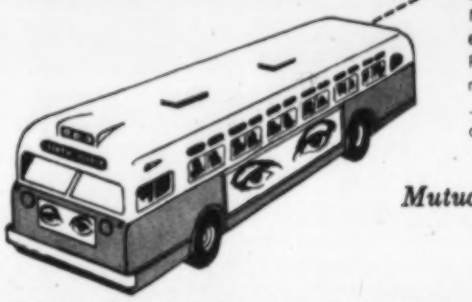
McConnell, Eastman Boosts 2

McConnell, Eastman & Co., Toronto, has appointed Hugh L. Kennedy to the new post of administrative vp. W. G. Angus, former vp and account supervisor at the agency, succeeds Mr. Kennedy as vp and manager of the company's Toronto office.

Dunston Names Creative

Dunston Leathers, New York, manufacturers of leather gift and specialty items, has appointed Creative Advertising Service, Philadelphia, to handle its advertising. There was no former agency on the account.

...motion



Unlike any other advertising medium, transit advertising keeps your message constantly on the move. In Philadelphia, Alfred Politz Media Research documents 120,000 actual exposures of a single outside King Size Poster in one month. Transit advertising moves throughout the city where people are . . . where people shop. That's just about as close as you can get to point of purchase.

Mutual Transportation Advertising, Inc.

35 E. Wacker Drive, Chicago 1, Illinois
500 Fifth Avenue, New York 36, N. Y.

Representing Transit Advertising in more than 250 major markets across the nation.

"Doctor, those detail men are still waiting."

TO AVOID DISTRACTION . . .

Sell the Doctor When His Mind Is on Medicine

Tell your sales story in MODERN MEDICINE which captures the concentrated attention of the busiest medical practioners in the U.S.—in a mood to buy, prescribe or recommend. This is the only publication to give doctors complete, concise, current reviews of the most important developments in diagnosis and treatment from all over the world.

Sell the Doctor when his mind is on medicine . . . in

MODERN MEDICINE

84 South 10th Street, Minneapolis 3, Minnesota

NBP Minneapolis • Chicago • New York • San Francisco • Los Angeles • In Canada: Modern Medicine of Canada, Médecine Moderne du Canada • In Great Britain: Modern Medicine of Great Britain • In Australia: Modern Medicine of Australia IBPA

Seven men capture the most responsive audience in daytime television!

Giant audiences, too...as you can see from the record on the right.

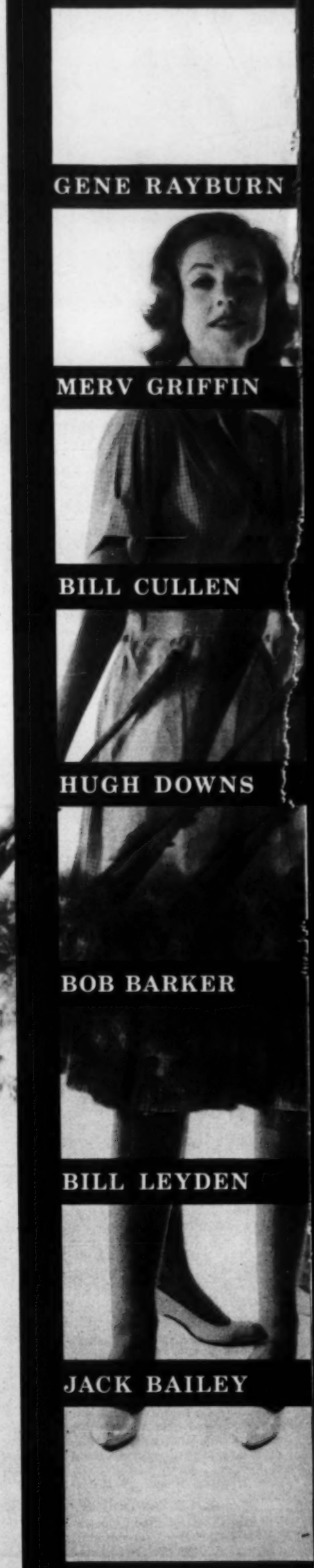
These men are *alive*—alert, spontaneous—seven top salesmen who operate in broad daylight. They attract the ladies; entertain them; and lead them gently but firmly into a sales story woven deftly into their plot.

Gallup & Robinson reports this is by far the most effective selling approach for the sponsor. G&R says your sales message can attain a 32% greater impact over the average commercial when a star is personally involved in its presentation.

Many astute advertisers have learned this the profitable way. Among those advertisers who have recently established themselves in the new NBC daytime lineup are Brown and Williamson, Knox Gelatin, Coty, General Mills, Jergens, Mennen, Colgate-Palmolive, Thomas Leeming Co., Mentholatum, Plough Chemical, Purex, and Proctor Electric.

No wonder! NBC has the highest average share of daytime audience (38.2) for the second consecutive month. And it's delivered at the lowest cost per thousand ($1.25) of any network.

LOOK WHAT'S HAPPENING IN BROAD DAYLIGHT ON NBC



"DOUGH RE MI" 40.7 SHARE 2,255,000 AVERAGE HOMES PER MINUTE

"PLAY YOUR HUNCH" 48.5 SHARE 3,377,000 AVERAGE HOMES PER MINUTE

"THE PRICE IS RIGHT" 49.6 SHARE 3,890,000 AVERAGE HOMES PER MINUTE

"CONCENTRATION" 48.6 SHARE 4,032,000 AVERAGE HOMES PER MINUTE

"TRUTH OR CONSEQUENCES" 35.8 SHARE 3,328,000 AVERAGE HOMES PER MINUTE

"IT COULD BE YOU" 32.7 SHARE 3,242,000 AVERAGE HOMES PER MINUTE

"QUEEN FOR A DAY" 35.0 SHARE 2,603,000 AVERAGE HOMES PER MINUTE

SOURCES: NATIONAL NIELSEN, APRIL I AND II, 1960; INCLUDING SPONSORED AND SUSTAINING PROGRAMS.
NIELSEN ESTIMATED COST PER THOUSAND PER COMMERCIAL MINUTE, MARCH—APRIL, 1960.

The Editorial Viewpoint . . .

Some Give Up Too Easily

The consent judgment entered into by Restonic mattresses with the Department of Justice last week mystifies and alarms us.

Under the decree, Restonic—which licenses mattress trademarks to manufacturers—agrees to eliminate nationally advertised prices from its operation, presumably leaving each manufacturer to set his own price, and presumably making it possible for the same mattress, bearing the same trade name, to sell for widely differing prices in various sections of the U. S.

The decree mystifies us because we can't understand why Restonic should have accepted it without a court fight. It alarms us because it seems to us a strange perversion of anti-trust laws, and an extremely dangerous precedent which might easily raise holy hob with established marketing patterns.

We must admit that we have not read every detail of the Justice citation and argument, but we still fail to see how a group of manufacturers, each licensed to operate in a specified territory, violates the laws of competition by agreeing to conform to certain manufacturing and marketing standards, including a national advertised suggested retail price.

These manufacturers are not in competition with each other; they are in competition with other manufacturers of other brands of mattresses. We can understand quite clearly why they must not be allowed to engage in price-fixing with their competitors, but we cannot for the life of us understand why they can't determine a nationally advertised suggested retail price under which each of them sells in his own area, presumably in free and vigorous competition with other mattress manufacturers who sell and market other brands.

Serta and Sealy have indicated to Advertising Age that they will not sign such a consent decree without a struggle, presumably in the courts, and we applaud their determination to test the legality of this assumption by the Department of Justice.

Aside from the fact that in this instance we think Justice has trumped up a case with no merit, and that to allow it to go unchallenged can create enormous difficulties for franchise holders in other areas (think of the soft drink business, for example), we dislike heartily the notion that important deviations from long accepted business practices can become the law of the land through administrative decree.

We do not believe that any major deviation from existing practice, or any challenge to generally accepted business customs or practices, should ever be accepted purely on an administrative motion. It is far better and far more sensible to have judicial determination of debatable points than to retreat from attack without even an attempt to hold one's ground.

Still Arguing Over Audits

It is shocking to discover that the merits of circulation audits for business publications—or for that matter, for any kind of advertising media—are still a matter for discussion. And it is even more shocking to learn that there are at least 117 such publications who believe the "cost and time required to prepare and pay for audits are not justified."

We are referring, of course, to the questionnaire which the business paper committee of the Assn. of National Advertisers sent to 944 unaudited publications recently, and to the replies which it received, explaining why these papers don't provide audits.

Out of 370 replies, 32% don't believe the cost is justified, and another 31% think a sworn statement is ample, while another 7% "see no reason for an audit," because "business is good" or they "have no competition," or "nobody ever asks for an audit statement," or something similar. Aside from the small number who are not qualified to provide an audit yet because they are too new or for some other easily explainable reason, only those publications issued by societies or associations, which use their membership lists for circulation purposes, seemed to have a reasonable excuse for not providing audit; and even in the latter case, some form of certified outside audit of circulation seems reasonable to provide.

The sad point, of course, seems to be that buyers go on blithely ignoring audits and their availability. And as long as this is true, perhaps the unaudited publications are right—why go to the trouble and expense of having an outside audit of circulation if your advertisers don't even care enough to ask for one?

We're on the Spot Again

Advertising just can't seem to do anything right! Now it is on the pan because it decries the value of hard work and portrays the "zenith of success" as a "man without worries who is reclining in a soft chair, and a beautiful girl handing him a bottle of something."

This, says Dr. Willis M. Tate, president of Southern Methodist University, is wrong. Happy people are busy, working hard; advertising should not urge people to get away from it all, to have fun.

Gladys the beautiful receptionist

—Jim Corcoran, account exec, Donahue & Coe Ltd., Montreal.

"He was taken off the soap account when all his research proved was that nine out of every 10 Hollywood stars . . . leaves one!"

What They're Saying . . .

'Fancy' Doesn't Apply

. . . When the advertising manager or agency advocates an exciting and dramatic departure to advertise either product or plant, the answer is always the same: "We're appealing to a serious technical market. We can't use that fancy artwork."

If I could accomplish just one single thing . . . in behalf of any such disappointed advertising manager or agency, I would like it to be: convince technical management that there is no such thing as "fancy artwork." Design, illustration, typography and photography can be either simple, elaborate, low key, high key, rich, coarse, loud, soft, conservative, flamboyant, Brooks Brothers or beatnik. But good artwork is never, never "fancy." Creative, imaginative thinking and execution that must go into exceptionally effective artwork may be "lavish" . . . but the only "fancy" in it is the buying "fancy" it stimulates in you, me, our wives, neighbors, friends and business associates alike . . . who all react to attractive visual appeals.

—Art Schlosser, president, Monogram Art Studio, New York, at the Assn. of National Advertisers' workshop on advertising to business and industry.

Bear Facts

Smokey the Bear is our own star salesman. He has sold so many humans on playing safe with fires that the U.S. Forest Service is becoming slightly concerned at the rapid increase in the bear population.

—Lee H. Bristol, board chairman, Advertising Council and Bristol-Myers Co., speaking to the Sales Executives Club of New York.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Shivering attendants at conventions in hotels offering air-conditioning should insist that this does not necessarily mean refrigeration.

•

Cartoonists are such notoriously poor spellers they should be edited, as when Willard Mullin in a fight picture refers to Floyd Patterson's "phsyce."

•

"Bell Telephone System is helping to create the world-wide communications and tracking network for America's first man into space." His number will be A-1, not U-2.

•

"More professionals and top amateurs," the ad says, "are playing the new 1960 Titleist than any other golf ball."

And of course they won't object if the duffers follow their example.

•

For Father's Day, "There's no better way to say what's in your heart than with a Whitman's Sampler."

If Father is counting calories, it will make a nice treat for the kiddies.

•

Raymond Burr will be flattered when he sees the slim silhouettes of Perry Mason illustrating the latest Gardner whodunit now running serially in the *Post*.

•

Joseph B. Hall tells why he and other Kroger executives spend so much time calling on housewives to hear their views on supermarket operation and service.

It's nice work if you can get it.

•

High-fidelity addicts screamed with pain and outrage when they heard Jascha Heifetz, the eminent violinist, had described their form of sound reproduction as "high phooey."

•

New York baseball writers, who used to have to spread their worries over three major league teams, are finding that this year the frustrated Yankees can absorb their full quota.

•

"Summit collapse delays introductory ad drive for Moskovitch Russian auto in U. S.," headlines the world's greatest advertising journal.

"Delays" may be putting it mildly.

•

"He must be stable and responsible; job-hoppers will not be considered," says an agency looking for an art director.

Don't blame the job-hopper: Man proposes, client disposes.

•

Susie the sociable secretary says she wonders if those earthquakes, tidal waves and volcanic eruptions were all the result of Mr. Khrushchev's explosion.

Copy Cub.

more
readers
in
the
booming
blooming
suburbs...

The suburbs account for the biggest share of Delaware Valley's sales . . . 71% of the automotive, 76% of the lumber and building supplies, 65% of the food store sales. And it's in the busy-buying suburbs that The Daily Inquirer reaches 30% more adult readers than the major evening newspaper!*

*Source: *"Philadelphia Newspaper Analysis" by Sindlinger & Company Inc. Highlights available on request.*

So, if you want to *sell* more where they're buying more—put your advertising in The Inquirer!

The Philadelphia Inquirer

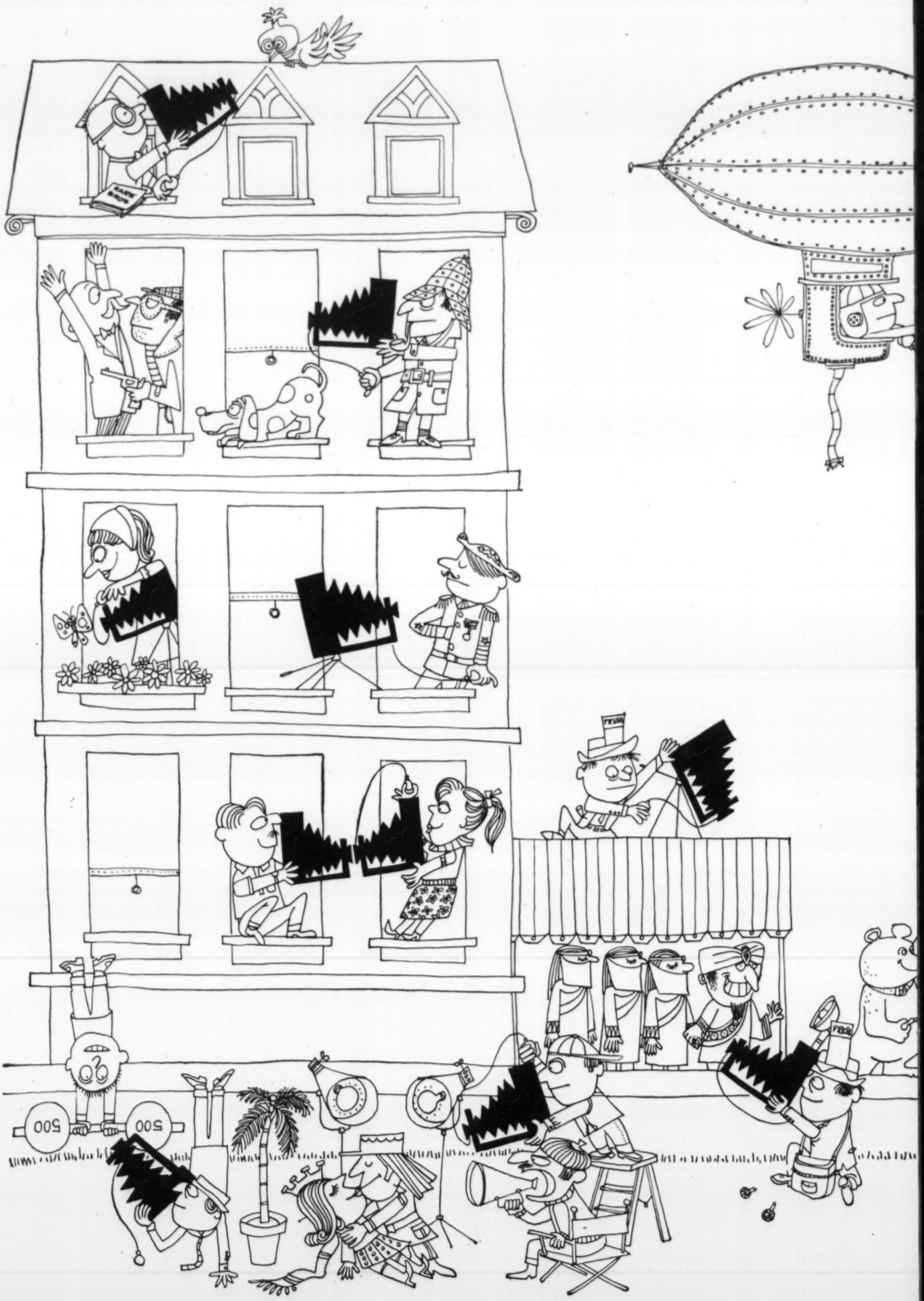
NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557



Media's Law:

To a seller of cameras, the pulling power of an advertising medium is equal to the number of cameras sold.

To media men, pulling power is influenced by several inter-related factors.

The law or formula looks like this:

Pulling Power
=
Circulation Volume
×
Editorial Vitality
×
Reader Confidence

The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, out-pulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined; more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

Chicago Tribune

Selling Television Sets?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 85,000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

Oral Hygiene

PITTSBURGH, PENNSYLVANIA

Eying $40,000,000 Ad Plum, Ontario Relaxes Liquor and Beer Ad Rules

TORONTO, June 7—In a move designed to retain much of the estimated $40,000,000 a year now spent on beer and liquor advertising beamed at the province of Ontario but placed outside its limits, the provincial government has decided to relax its restrictions against such advertising by Ontario-based companies.

At the same time, however, Premier Leslie M. Frost of Ontario made it plain that the province intends to exercise control over—and to crack down on—brewers and distillers which continue to channel in from outside Ontario stronger advertising than the new laws allow.

He said that liquor and beer stores here will stop selling products of companies which try to circumvent the regulations.

(In Ontario, liquor is sold only through the government-operated outlets of the liquor control board; beer is sold only through closely government-supervised stores operated by brewers on a cooperative basis.)

■ Said Mr. Frost: "I believe (the new laws) will bring back to Ontario the control of a matter which greatly concerns this province, and which presently is, in fact, being operated from 10 different states and provinces surrounding us."

He continued, "Unfortunately, what is now taking place is that we have unbridled and uncontrolled advertising emanating from outside the province. This seems to me to be an unsatisfactory situation, both for the advertisers and for the public of Ontario.

"If we have our own code, I am sure we would be providing the alternative which would make it possible to obtain the cooperation of all concerned. Under these circumstances, the liquor control board would, in the eyes of the public, be justified in reviewing the desirability of doing business with such advertisers or handling their products in the various outlets in the province."

■ For the first time, beer and wine commercials will be allowed on television and radio and stronger advertisements will be permitted in newspapers, magazines and posters.

Only public service or institutional advertising for beer and spirits has been allowed in Ontario and all this subject to approval by the liquor control board. As a result, major advertisers have been won either by U. S. television and radio outlets or by Ontario publishers which have managed to have their publications printed outside the province.

The new regulations, which will become fully effective by Aug. 1 or Sept. 1, will permit brand advertising but will not allow "drinking scenes, bottles or glasses nor shall they be of suggestive nature."

■ The premier said that for companies which break the Ontario regulations there will be fines and penalties.

He also said in his statement that he hoped the new code of ethics would become the basis for a Canada-wide system.

In both public service and brand advertisements only the corporate name will be permitted. In addition, space limitations will apply to both types of ads.

Ads in newspapers must not exceed 640 lines per advertisement and only one ad per company will be allowed in any daily issue and no more than two advertisements by a company will be allowed in a week in any newspaper.

■ The maximum size of ads in magazines and periodicals will be 7x10" and only one will be allowed per company in each issue.

Sponsorship of television and radio shows must comply with the regulations of the board of broadcast governors, which controls public and private broadcasting in Canada.

In other words, a brewer will be allowed to advertise only that "this program is brought to you by the XYZ brewing."

By agreement, distillers make no use of radio or television in the U. S. and are not permitted to do so in Canada.

PLUM NOT SO JUICY, CANADA ADMEN SAY

TORONTO, June 7—Leading agency executives involved in brewery and liquor accounts in Ontario received news of the proposed relaxation of advertising regulations with a marked coolness.

Questioned by ADVERTISING AGE, they said, in consensus:

1. Brewers are unimpressed.
2. Brewers are getting as good an advertising buy from Buffalo tv stations as they can get anywhere.
3. Brewers probably will give some "token" business to Ontario tv outlets purely as a public relations move.
4. The government will have a hard time cracking down on brewers who "hard sell" via U. S. stations, because one of Canada's biggest brewers, Carling Breweries Ltd., which sells extensively in the U. S., will be able to maintain, for instance, that its Buffalo-sponsored television shows, primarily beamed at the Ontario market, are for U. S. consumption. Agency officials ask, if Carling is allowed to sell on Buffalo stations, why aren't other Canadian brewers, whose interest is national only, allowed to do so?
5. Brewers will be more selective in their purchase of tv properties in Canada.
6. Since newspaper ads are now to be limited in size, this medium will be used more regularly.
7. Only Canadian tv stations which will benefit substantially from the move will be those out of reach of Buffalo.

SPACE SAVER—*Nutrena Mills Inc., Minneapolis, has redesigned the package for its Nutrena dog food to be more visible to passing shoppers but require 22% less shelf space. Ads for the new package will run in regional editions of Look and The Saturday Evening Post and on tv and newspapers during June and July. John W. Forney Inc. is the agency.*

BREWERS NEED US, SAY BUFFALO STATIONS

BUFFALO, June 7—Sales managers of Buffalo tv and radio stations carrying Canadian beer advertising have adopted a "wait and see" attitude on Ontario plans to relax regulations controlling beer and liquor advertising.

Sales managers said they are concerned over possible loss of some of this business as a result of the proposed change in the Ontario rules. But they doubt that all of it will be lost, pointing out that the proposed Canadian setup would allow only institutional advertising of beer and liquor on the Canadian side. They hope Canadian brewers will continue to use Buffalo tv and radio to do the direct selling job in the Canadian market, as a supplement to institutional advertising.

One sales manager pointed out that in order to sell beer in the U.S. market, Canadian brewers will have to continue to use media on this side of the border. #

WSOC-TV Promotes Scruggs

William M. Scruggs Jr., who was formerly in charge of promotion and merchandising at WSOC-TV, Charlotte, N.C., has been promoted to the post of southern sales representative for the station.

W. E. Long Boosts Pesick

John Pesick, assistant director of radio and tv at W. E. Long Advertising, Chicago, has been appointed the agency's account executive for the eastern portion of the nation.

Plymouth Dealers Lose Appeal in Price Fix Case

SAN FRANCISCO, June 7—Conviction of the Plymouth Dealers' Assn. of Northern California on charges of conspiring to fix automobile prices, has been upheld here by the U. S. circuit court of appeals.

The decision had been awaited as a guidepost in similar cases pending against the Ford Dealers' Advertising Assn. of San Jose and Chevrolet Dealers Inc., of the Oakland area.

Harold Faulkner, attorney for the Plymouth dealer group, said that until he has read the decision carefully he will not know whether the case will be appealed to the U. S. Supreme Court.

The Plymouth Dealers' Assn., a group of 67 dealers in six San Francisco Bay Area counties, was convicted by a jury May 16, 1959, and was fined $5,000 by Federal District Judge Willis Ritter.

■ Dealers had contended that if they sold new cars at factory suggested prices they would have received a 24% gross profit. The association, it was claimed, suggested a price that gave them 33⅓%.

This, the dealers argued, was "merely packing," intended to enable them to give larger trade-in allowances, and did not affect the actual new car price.

The circuit court of appeals ruled, however, that the action in itself was a violation of the federal anti-trust law, regardless of the intent of the dealers. #

Litman-Stevens Names Lorey

George Dewey Lorey, formerly with the Jefferson City office of Hall, Haerr, Peterson & Harney, has been named a vp of Litman-Stevens & Sher Advertising, Kansas City, Mo. He will head the new division of creative merchandising for industry.

Kelsey Joins Trav-Ler Radio

Lester L. Kelsey, who headed his own radio and tv sales organization which specialized in private label brands, has joined Trav-Ler Radio Corp., Chicago, as vp and merchandising manager.

Bresnick Names Clapp VP

The Bresnick Co., Boston, has appointed Kenneth D. Clapp a vp. Mr. Clapp has been serving as account supervisor and member of the plans board.

"THEY GOTTA STOP KICKING MY HOUND DOG AROUND"

This was the campaign song of Champ Clark of Missouri, Democratic Leader of the House who in 1910 succeeded in curtailing the power of Uncle Joe Cannon, the Republican Majority Leader at the time. Now the Postmaster General has gotta stop kicking my hound dog around for Third Class Mail is the Hound Dog of Commerce and Culture. It always was and always will be. Like a hound dog it finds the worthwhile prospects for cultural and commercial activities.

Don't let anyone throw the argument that Third Class Mail is "Junk Mail" as dust in your eyes to confuse you. There always was and will be a small percentage of mailers who ought to be in jail; just as in Wall Street, investigations disclose that there are fraudulent security dealers who should be denied the use of the mails. But mail order, mail service and their affiliated activities have been and always will be an American Free Enterprise, Honest, Worthwhile Activity of Small Business.

As to the figures submitted that Third Class Mailings are the cause of annual postal deficits, there are lies, damn lies and statistics. In our opinion, the fallacies involved in calculating post-office statistics in regard to third class mail is the next best argument to enlist your cooperation to stop the Postmaster General from "kicking my hound dog around".

Please write your Senators and Congressman not to change the Third Class Mail Rates.

Walter Drey

We offer any one of the following current Eight Page (Price $1.00) Persuasion by Mail Reports at 25 cents each or all of them for $1.00.

(a) One Million American Highbrows and Middlebrows with compilation formula revealed.
(b) All Americans are Joiners with Inventory of Association lists currently available.
(c) Mailing Lists are a Bridge with Five Basic Persuasion by Mail appeals explained.
(d) Serendipity in Mailing List Research with listings of serendipity developed lists available only through us.

Send for them today.

WALTER DREY, INC.

Compilation Engineers • Mailing List Specialists

BROKERAGE • COMPILATION • RESEARCH

257A Park Ave. S., New York 10, N.Y. • 333A N. Michigan Ave., Chicago 1, Ill.

It's Great

. . . to deal with such wonderful people *

. . . like those who created the enchanting Northern Tissue advertisement reproduced on the following page.

This adorable little girl is one in a series presenting the four famous American Beauties. You have been charmed by them in national magazines and billboards since their introduction back in 1959.

The dynamic but heart warming campaign is the "baby" of Young & Rubicam, Inc., Chicago, advertising agency for Marathon's Northern Product Division of the American Can Company. Frances Hook of Flourtown, Pennsylvania, was chosen to do the Northern Tissue pastel portraits. Their loveliness speaks for itself. Their birth ignited a nationwide love affair with these soft, angelic faces.

We're showing this advertisement as a typical example of our custom color engraving, to point up a happy alliance. From the beginning of this series, ***every set of color process engravings has been under our care.***

The Best Color Engravings go along with the combined skill of everyone concerned, right down to the color proofer. Every member of the organization made particular effort to nurse these engravings . . . not unusual for Hutchings & Melville, where every job receives special coddling. Watch this combination pay off in ads which SELL AT THE POINT OF IMPRESSION.

HM Hutchings & Melville, Inc.

CUSTOM PHOTOENGRAVERS

4043 North Ravenswood Avenue, Chicago 13

*All the wonderful people who use our services, most of them regularly, a few occasionally:

Advertising Agencies in Chicago—

Aubrey, Finlay, Marley & Hodgson, Inc.
Batten, Barton, Durstine & Osborn
Gordon Best & Co.
Leo Burnett & Co.
Clinton E. Frank, Inc.
Hanson & Stevens, Inc.
George Hartman Co.
Kenyon & Eckhardt, Inc.
McCann-Erickson
Needham, Louis & Brorby
Tatham-Laird
J. Walter Thompson Company
Young & Rubicam, Inc.

Advertising Agencies Elsewhere—

Baker, Johnson & Dickinson—*Milwaukee*
Batten, Barton, Durstine & Osborn—*Pittsburgh*
Batten, Barton, Durstine & Osborn—*Minneapolis*
Bozell & Jacobs—*Omaha*
Campbell-Mithun—*Minneapolis*
Fuller & Smith & Ross—*Pittsburgh*
Juhl Advertising—*Elkhart*
Ketchum, MacLeod & Grove—*Pittsburgh*

Firms other than Advertising Agencies—

Abbott Laboratories—*North Chicago, Ill.*
Bell & Gossett—*Morton Grove, Ill.*
Field Enterprises Educational Corporation—*Chicago*
Florsheim Shoe Company—*Chicago*
Joanna Western Mills—*Chicago*
Meredith Publishing Company—*Des Moines*
Olson Rug Company—*Chicago*
Pollack Paper Company—*Columbus, Ohio*
Sears, Roebuck & Company—*Chicago*
Southern Bell Telephone Company—*Atlanta*
Teletype Corporation—*Chicago*
Zenith Radio Corporation—*Chicago*

For prints of Northern's 4 little girls (11" x 14") send 25¢ in coin to Northern, Box 150, Green Bay, Wis.

A snowy kitten
warm and small
Of softness is
the all in all

Softness is Northern

Northern Tissue is made with fluff
Nothing else is soft enough

In fresh, clean colors and purest white

Another fine product of American Can Company

PLEASE TURN BACK PAGE FOR MESSAGE

Church Council Hits TV 'Stress on Sex, Violence'

NEW YORK, June 7—The National Council of Churches last week assailed television's and Hollywood's "pathological preoccupation with sex and violence," as well as "dishonest practices within the industries."

The criticisms came in a statement called "The Church & the Mass Media," prepared by the council's study commission on the role of radio, television and films in religion.

"In regard to the radio and television industries," the statement said, "it is our conviction that sponsors, advertisers, networks, stations, program packagers and others sharing control over program and program balance, should be held accountable and should hold themselves responsible for the impact of radio and television upon American home and community life."

The church body pointed out that "these industries have been in the throes of a crisis with major moral dimensions.

■ "The churches, along with other elements of the responsible public, have an obligation to speak representatively to the Federal Communications Commission and Congress and to urge the FCC to fulfill its legal mandate to supervise and regulate the radio and television stations in the public interest."

It was urged that the "FCC improve its disposition to enforce and its means of enforcing the power it already has to grant or withhold licenses on the basis of the demonstrated readiness of stations to operate in the public interest.

"We would encourage the FCC," the study group added, "to set up local boards of review and hold public hearings at the local level to evaluate the performance of radio and television stations in those cases where questions have been raised as to their operation in the public interest. Wide public participation in local hearings should be encouraged."

■ The national council said tv and radio stations and networks "should assume more responsibility for presenting to the public a wide range of viewpoints concerning the paramount issues of peace, disarmament, nuclear fission, and even issues which are unpopular with the government, the industry and the churches. This will require the presentation of news in depth and more and better programs on controversial issues."

According to the study commission, the tv, radio and movie media present an image of man that is "often poles apart from the Christian understanding of man and his purpose.

"We speak here not merely of the pathological preoccupation with sex and violence or of revelations of dishonest practices within the industries, but more fundamentally of the assumption in both the content of the media and the policies which govern them that man's end is material advantage, power and pleasure, to be achieved through competing with, manipulating and exploiting his fellow man."

The statement called on church leaders "to prepare themselves to speak in practical and authentic terms to the needs and responsibilities of the radio, television and film industries."

It approved "the concept of industry self-regulation" by Hollywood, while noting that the motion picture production code has "become increasingly ineffective." It called on the movies to treat human life "with integrity, respect for the person, the avoidance of stereotyping, and the recognition and honest treatment of controversial issues." #

McMahon Joins AMF

John J. McMahon, formerly with the National Industrial Conference Board, New York, has been named marketing research director of American Machine & Foundry Co.'s atomics division, Greenwich, Conn., a new post.

Miller to Venard, Rintoul

Gilbert Miller, formerly eastern district sales manager of *Quick Frozen Foods*, has joined Venard, Rintoul & McConnell as an account executive. At one time Mr. Miller was with WMEX, Boston.

ANSWER-AMERICA

Will Make Your *Client's* Advertising More Effective

Answer-America, a network with more than 250 telephone answering exchanges, with offices in the United States, Canada and Mexico, can offer your clients varied services *24 hours every day* . . . they can maintain branch offices, receive mail and orders, have phone service and listings in telephone directories. Mail can be addressed to any one of the Answer-American affiliates and will be sent to the general office for reply or forwarded on to established regional offices. Answer-America can also do special services, make telephone surveys, handle mail and telephone orders to tie in with local newspaper, radio and T.V. advertising. For complete information, write Answer-America.

ANSWER - AMERICA INC.

Executive Office

ANSWER-AMERICA, INC., 55 East Washington Street, Chicago, Ill.

RAndolph 6-2339

AFFILIATE ANSWER CANADA

Some figures are unusually provocative. In the big 6-county San Francisco-Oakland area, for example, KSFO reaches 41% of all radio homes in a single day—43,300 more homes than the second-place station. In just one week, KSFO delivers 80.6% of all homes—only 9% less than all Bay Area stations combined.* It's significant, too, that even when the station is not carrying the tremendously popular Giants baseball games (as it is now) or the games of the highly favored 49ers, KSFO continues to deliver the greatest effective circulation in one day—or seven. For choicest availabilities in the Bay Area, please contact KSFO ...or AM Radio Sales.

KSFO

SAN FRANCISCO-OAKLAND

KMPC Los Angeles KVI Seattle-Tacoma • Golden West Broadcasters CWB

SOURCE: Cumulative Pulse Audience, February, 1960

*The combined unduplicated weekly circulations of all San Francisco-Oakland radio stations is 89.7% of total radio homes.

Judge Rules Connecticut Gas Price Sign Size Law Illegal

Judge James P. Doherty, Bridgeport, Conn., common pleas court, has ruled that a state law regulating the size of gasoline price signs is unconstitutional.

The judge's decision sustains a demurrer to a criminal complaint against Albert R. Pinoia, Fairfield gasoline service station operator who was arrested, convicted and fined $50 by Fairfield town court last Feb. 23, after his demurrer to the state's complaint had been overruled by Judge James W. Zwecker. The state has the option to appeal the decision.

Haire Names Elfenbein

Julien Elfenbein, formerly editor of *Housewares Review*, which is published by Haire Publishing Co., New York, has been named special assistant to Thomas B. Haire, company president, with responsibilities in research and development, a new post.

Campbell Forms PAR Market Test Service

EVANSVILLE, IND., June 7—A new service to aid market testing of new products, new labels and other innovations in the grocery field was announced last week by Product Acceptance & Research Inc.

The service is designed to provide immediate and continued distribution of the product in the test area, along with complete weekly reports of the product's "behavior" in the stores during the test period.

PAR has lined up 260 food stores in the Evansville area in which it will install "new product centers" to feature the new products under test for a five-week period. After that, the product will be moved into regular shelf position in these stores for an additional eight weeks of market testing.

■ This two-phase cycle is designed to provide maximum attention by consumers initially, and then to test repeat purchases and competitive factors.

TESTER—*Craig Campbell, president of Product Acceptance & Research, discusses new product center, which his company uses in test marketing, with Luther Cain, Evansville, Ind., food store operator. Products shown here are only to illustrate how the center will look when operations begin next month.*

R. Craig Campbell, president of PAR, said the service can be used to test new products, new labels, offers and other innovations before national distribution.

Each week during the test period, manufacturers are given complete reports on the products, including unit sales, dollar sales, turnover and sales per linear shelf foot.

For specialized research desired by clients, PAR has retained Elrick & Lavidge, Chicago, marketing planning and research organization.

The stores cooperating with PAR are of various types—chains, independents, co-ops, etc.—and sizes, and account for 70% of the volume in the area. They can also be used for "split run" tests of various labels or offers, Mr. Campbell noted.

■ Among the advantages of the testing service, he said, are:

- Guaranteed distribution.
- Guaranteed retailer cooperation.
- No costly introductory expenses, such as introductory allowances.
- Development of retailer-oriented information which may be used in trade advertising and product introduction in other markets.

Mr. Campbell, formerly vp and general manager of the Pablum division of Meade, Johnson & Co., said Evansville was selected as the test area because it is a good test market—and also because he lives there. Expansion of PAR into other test markets is anticipated, he said.

Meeting with agency market researchers at Keyes, Madden & Jones in Chicago last week, Mr. Campbell said that the new product centers are designed to handle an average of ten products in any week. Cost for service, scheduled to begin next month, ranges from $2,600 to $7,600, depending on the extent of service. #

Rumrill Names Fagerstrom

Seth Fagerstrom, account group art supervisor at the Rumrill Co., Rochester, has been named to the additional post of general supervisor of the agency's art department. Fayette F. Harned, vp for special art projects, has been given the additional responsibility of contacting and evaluating outside art services. These additional responsibilities were previously handled by Victor F. Boero, who has resigned to join Ketchum, MacLeod & Grove, Pittsburgh.

McGannon to Receive Award

Westinghouse Broadcasting Co. and its president, Donald H. McGannon, were honored by the Television & Radio Advertising Club of Philadelphia with the presentation of its second annual Liberty Bell award for "outstanding and continuing dedication to creative, informative public affairs programming." The award luncheon was held June 10 in the Barclay Hotel, Philadelphia.

Broadcast Executives Elect

Richard A. Keating, Bolling Co., has been elected president of the Broadcasting Executives Club of New England. Other new officers include Franklin S. Browning Jr., Badger, Browning & Parcher, 1st vp; Thomas Y. Gorman, WEEI, Boston, 2nd vp; Alice M. Liddell, Kenyon & Eckhardt, secretary, and Myron L. Eastwood Jr., Hoag & Provandie, treasurer.

WHAT ARE THE MERCHANTS OF "ELSEWHERE" DOING?

ACB Research Reports will tell you if they are advertising your brand... your competitor's brand...and to what extent...you see all 1,393 markets as one clear, coherent picture

In and around the 1,393 cities in which daily newspapers are published there circulates newspaper display advertising costing two billion dollars yearly.

This newspaper advertising expenditure is *far larger than that of all other media combined.* Yet you never see it! Aside from your home town, the other 1,392 key markets are pretty much a blind spot.

What's going on . . . are the merchants of these 1,392 "ELSEWHERE'S" *pushing your brand . . . supporting a rival brand . . . ignoring your field . . . are competing brands dominating certain towns or areas with their nationally placed newspaper advertising . . .*

The answer to these and similar questions are of vital importance to manufacturers whose goods are sold through retail outlets. ACB Reports tell you *exactly* what is going on in any one or more of these markets.

Leading merchandisers rely on ACB Reports. Lever Brothers Co., soap and allied product manufacturer says:

"Various departments here at Lever Brothers have used ACB facilities for more than 15 years. It is rather difficult to enumerate the many ways in which this information has been used, but suffice it to say it has provided a valuable tool for our advertising and sales departments over the years."

More than 1,100 progressive companies are subscribers to one or more of ACB's 14 different Newspaper Research Services.

Send for big ACB Catalog

If you are not thoroughly informed on the many uses of ACB Reports ask for the *big* ACB Catalog. Its 48 pages are filled with the uses to which these Reports may be put for more efficient management of sales and advertising and other useful data. Catalog sent free on request.

ACB reads every advertisement in every daily newspaper

ACB SERVICE OFFICES

353 Park Ave. South • New York 10
18 S. Michigan Ave. • Chicago 3
20 South Third St. • Columbus 15
161 Jefferson Ave. • Memphis 3
51 First St. • San Francisco 5

ACB
The ADVERTISING CHECKING BUREAU INC.

Ad Clinic #17

(a transparent device to get you to read this Sheraton ad)

by A. Expert

Make your claims believable

Here's a headline that just goes too far.

Wouldn't "4 minutes" be a little more accurate?

No, sir, "4 seconds" is correct. Sheraton's *RESERVATRON* machine confirms your room anywhere — electronically — in a flash. All you do is phone the nearest Sheraton Hotel or reservation office. To show us how well this ad pulls, we'd like you to send for free, 104-page booklet on Sheraton's 54 hotels. Write: **Sheraton Corp., Ad Age Ad #17, 470 Atlantic Ave., Boston, Massachusetts.**

The Houston Chronicle Carries Over Twice As Many EXCLUSIVE Advertisers As Both Other Houston Newspapers Combined

Exclusive Retail Advertisers

Chronicle . . . . . 1016 Placing 1,290,419 Lines

2nd paper ..... 277 Placing 214,921 Lines

3rd paper ..... 135 Placing 345,301 Lines

Exclusive General Advertisers (Including Automotive and Financial)

Chronicle . . . . . 832 Placing 792,393 Lines

2nd paper ..... 356 Placing 352,067 Lines

3rd paper ..... 24 Placing 37,076 Lines

And . . . More Advertisers Place The MAJORITY Of Their Linage in The Chronicle

Retail Advertisers

65% Majored in The Chronicle

25% 2nd paper

10% 3rd paper

General Advertisers (Including Automotive and Financial)

62% Majored in The Chronicle

35% 2nd paper

3% 3rd paper

SOURCE: Media Records 1959.

In Houston, The Chronicle

Reaches MORE People . . .

Carries MORE Advertising . . .

Sells MORE Merchandise

THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper . . .

The Chronicle is a MUST Buy!

The Branham Company—National Representatives

Petersen Launches 'Kart'

Petersen Publishing Co., Los Angeles, will begin publication of *Kart*, a monthly, with the first issue on sale July 28. The 96-page rotogravure magazine has an initial print order of 300,000. Rates are based on $300 for a b&w page. Karts are small motor vehicles driven competitively on special kart race tracks.

Lessing Co. Appoints Rice

Lessing Advertising Co., Des Moines, has named Gordon Rice an account executive. He will also supervise the agency's direct mail department. For many years with Ford Motor Co., Mr. Rice most recently has been sales manager of a Des Moines direct mail company.

Doerner Joins D'Arcy

Russell C. Doerner has joined D'Arcy Advertising Co., Cleveland. Mr. Doerner was formerly a copy chief with Stix, Baer & Fuller, St. Louis department store.

IN THE RACE FOR SPACE

in today's modern food stores

Reach the retailers who operate 112,000 food stores, with $24 billion in annual sales, representing 44% of the total food business.

Reach 80% of all supermarkets (exclusive of national chains), 50% of all superettes, all voluntary and cooperative group headquarters and all members of National American Wholesale Grocers Association and National Food Brokers Association.

These are the distributors who control food store space

Their magazine is

NARGUS BULLETIN

Leading Monthly Magazine in Food Distribution

PUBLISHED SINCE 1914 BY

National Association of Retail Grocers

of the United States

(NARGUS)

360 N. Michigan Avenue

Chicago 1, Illinois

U.S. Television Ownership by Geographic Area

Source: A. C. Nielsen Co.

	Total Homes	Television Homes	
TOTAL U. S.	52,000,000	45,200,000	87%
NORTH EAST	13,057,000	12,043,800	92
NEW ENGLAND	2,951,800	2,725,060	92
CONNECTICUT	707,700	655,550	93
MAINE	260,900	234,580	90
MASSACHUSETTS	1,461,700	1,358,160	93
NEW HAMPSHIRE	168,200	153,320	91
RHODE ISLAND	249,800	232,810	93
VERMONT	103,500	90,640	88
MIDDLE ATLANTIC	10,105,200	9,318,740	92
NEW JERSEY	1,751,500	1,628,530	93
NEW YORK	5,084,000	4,694,940	92
PENNSYLVANIA	3,269,700	2,995,270	92
NORTH CENTRAL	15,611,500	14,061,900	90
EAST NORTH CENTRAL	10,917,100	10,032,610	92
ILLINOIS	3,106,600	2,848,170	92
INDIANA	1,424,200	1,297,250	91
MICHIGAN	2,336,700	2,151,580	92
OHIO	2,898,200	2,700,660	93
WISCONSIN	1,151,400	1,034,950	90
WEST NORTH CENTRAL	4,694,400	4,029,290	86
IOWA	859,800	775,950	90
KANSAS	675,300	557,660	83
MINNESOTA	974,300	847,360	87
MISSOURI	1,373,300	1,215,750	89
NEBRASKA	443,000	372,520	84
NORTH DAKOTA	170,600	124,890	73
SOUTH DAKOTA	198,100	135,160	68
SOUTH	14,968,000	11,908,440	80
SOUTH ATLANTIC	6,971,300	5,700,400	82
DELAWARE	126,900	116,850	92
DIST OF COLUMBIA	243,500	223,900	92
FLORIDA	1,448,500	1,177,440	81
GEORGIA	1,024,400	809,900	79
MARYLAND	865,600	776,940	90
NORTH CAROLINA	1,115,400	877,480	79
SOUTH CAROLINA	594,900	459,800	77
VIRGINIA	1,039,500	854,550	82
WEST VIRGINIA	512,600	403,540	79
EAST SOUTH CENTRAL	3,188,300	2,366,000	74
ALABAMA	838,600	638,230	76
KENTUCKY	831,100	622,170	75
MISSISSIPPI	555,700	354,310	64
TENNESSEE	962,900	751,290	78
WEST SOUTH CENTRAL	4,808,400	3,842,040	80
ARKANSAS	482,100	344,100	71
LOUISIANA	855,800	676,420	79
OKLAHOMA	679,700	556,310	82
TEXAS	2,790,800	2,265,210	81
WEST	8,363,500	7,185,860	86
MOUNTAIN	1,946,600	1,528,330	79
ARIZONA	357,200	297,940	83
COLORADO	514,600	425,520	83
IDAHO	185,600	142,100	77
MONTANA	213,900	137,040	64
NEVADA	89,600	69,040	77
NEW MEXICO	245,900	182,150	74
UTAH	243,500	216,060	89
WYOMING	96,300	58,480	61
PACIFIC	6,416,900	5,657,530	88
CALIFORNIA	4,901,300	4,401,480	90
OREGON	588,500	466,920	79
WASHINGTON	927,100	789,130	85

Total homes as of January, 1960 are *Sales Management* estimates.

Television homes, as of January, 1960, Nielsen explained, were "derived systematically by application of growth rates since the spring of 1958 in terms of changes in 'total homes' and of television ownership penetration patterns during the past year."

Television ownership percents are "Nielsen estimates based on studies of trends in the acquisition of television, by area and county size. Growth in television ownership, observed in the maintenance and recruiting of thousands of homes for Nielsen research operations, has been applied to former non-owners of television, county by county. The rate change for individual counties has been based on average growth rates for counties of similar characteristic." The county-by-county statistics will be made available July 18.

Canadian Television Ownership by Geographic Area

Source: A. C. Nielsen Co. of Canada

	Total Homes	Television Homes*	
CANADA (9 PROVINCES)†	4,266,800	3,423,410	80%
MARITIMES	319,000	228,930	72
PRINCE EDWARD ISLAND	23,200	14,390	62
NOVA SCOTIA	165,700	129,980	78
NEW BRUNSWICK	130,100	84,560	65
QUEBEC	1,123,000	983,130	88
ONTARIO	1,547,700	1,336,930	86
PRAIRIE PROVINCES	810,700	536,860	66
MANITOBA	230,800	159,610	69
SASKATCHEWAN	243,300	148,000	61
ALBERTA	336,600	229,250	68
BRITISH COLUMBIA	446,400	337,560	72

*Includes TV homes for counties with less than 10% ownership

†Newfoundland available at later date

Total homes estimates for each county were developed by Nielsen and "tie to provincial totals determined by the Dominion Bureau of Statistics, as of May, 1959, and adjusted to reflect conditions as of December, 1959."

Television homes by county or census division, as Nielsen explained it, "are the projected counts developed from ownership percentages as found in the county-by-county survey and applied to total homes.

"The original field work from which ownership estimates were derived consisted of a series of special studies covering all counties of Canada during November and December, 1959."

NEW LABEL—*Nehi Beverage Co., Los Angeles, introduces its new Par-T-Pak label on its quart line with color ads in Sunday supplements, two-color spreads in Los Angeles dailies and radio spot jingles. Compton Advertising is the agency.*

Reach, McClinton Names Three

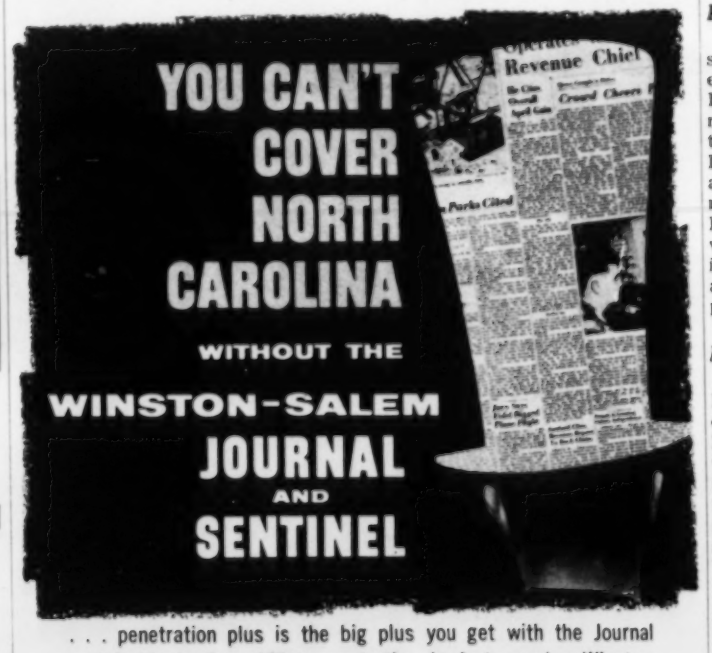
William S. Bahrenburg, formerly with *Life*, has joined Reach, McClinton & Co., New York, as a vp. Edward W. Haggarty, formerly advertising brand manager of the consumer products department of Union Carbide Chemicals Co., has joined Reach, McClinton as an account executive for the Playtex family products division of International Latex Corp. Louis S. Hallenstein has joined Reach, McClinton in Chicago as a copywriter. He formerly was with Kuttner & Kuttner and W. E. Long Advertising Agency, Chicago.

Kaplan Joins Fitzsimmons

Edward Kaplan, a registered pharmacist who was formerly copy chief of William Douglas McAdams Inc. and medical copywriter at E. R. Squibb, has joined Donald F. Fitzsimmons Inc., New York.

James Crawford to F&S&R

James D. Crawford, formerly an account executive with Deutsch & Shea, has joined Fuller & Smith & Ross, Boston, as an account executive.



. . . penetration plus is the big plus you get with the Journal and Sentinel. Over 100% penetration in fast growing Winston-Salem . . . with more than 70% penetration throughout an 11-county trading area with over $½-billion in retail sales. Here's coverage where it counts . . . here's coverage you can count on . . . for genuine sales impact! Buy North Carolina's **COLORACTION** Newspapers. National Rep., Kelly-Smith Co.

Philco Shifts Marketing Execs

Philco Corp., Philadelphia, has switched several of its marketing executives. They are Henry E. Bowes, former vp of marketing, named vp and general manager of the consumer products division; Robert G. Urban, former vp and assistant to the vp of marketing, named vp of marketing; Rayford E. Nugent, former vp of sales, now vp-assistant to the vp of marketing; Frederick D. Ogilby, former vp and director of special market planning, named director of sales.

EWRR Gets Heritage Stations

International Good Music Inc., Bellingham, Wash., has appointed Erwin Wasey, Ruthrauff & Ryan, San Francisco, to handle advertising for Heritage FM Stations, planned as a group of stations in 25 markets to provide fine music programming. First Heritage station to go on the air will be KGMJ, Seattle.

Heldt Opens Writing Service

A new service for the preparation and editing of medical and pharmaceutical literature for industry has been announced by the Heldt Writing Bureau, 171 Stamford Ave., Stamford, Conn. The principal is Marion Fear Heldt, former copywriter for L. W. Frohlich & Co. and Erwin Wasey, Ruthrauff & Ryan.

Traffic World

is the weekly newsmagazine of **transportation management*** in every industry and in every mode of transportation

* the men who set transportation policies in their own organizations and collectively form the national transportation policy – industrial traffic managers, carrier executives, port authority traffic executives, public warehousemen, educators, government and military officials, transportation attorneys, chamber of commerce officials.

See our Service-Ad in SRDS Class. 148

...WHY NOT YOUR ADVERTISING?

The over 3,200,000 known spenders who read the Big Three Sportsmen's Magazines offer a prime market of your best prospects in the Leisure-Time field, at lowest cost! Why overspend on wasteful, scatter-shot media?

SPORTS AFIELD • OUTDOOR LIFE • FIELD & STREAM

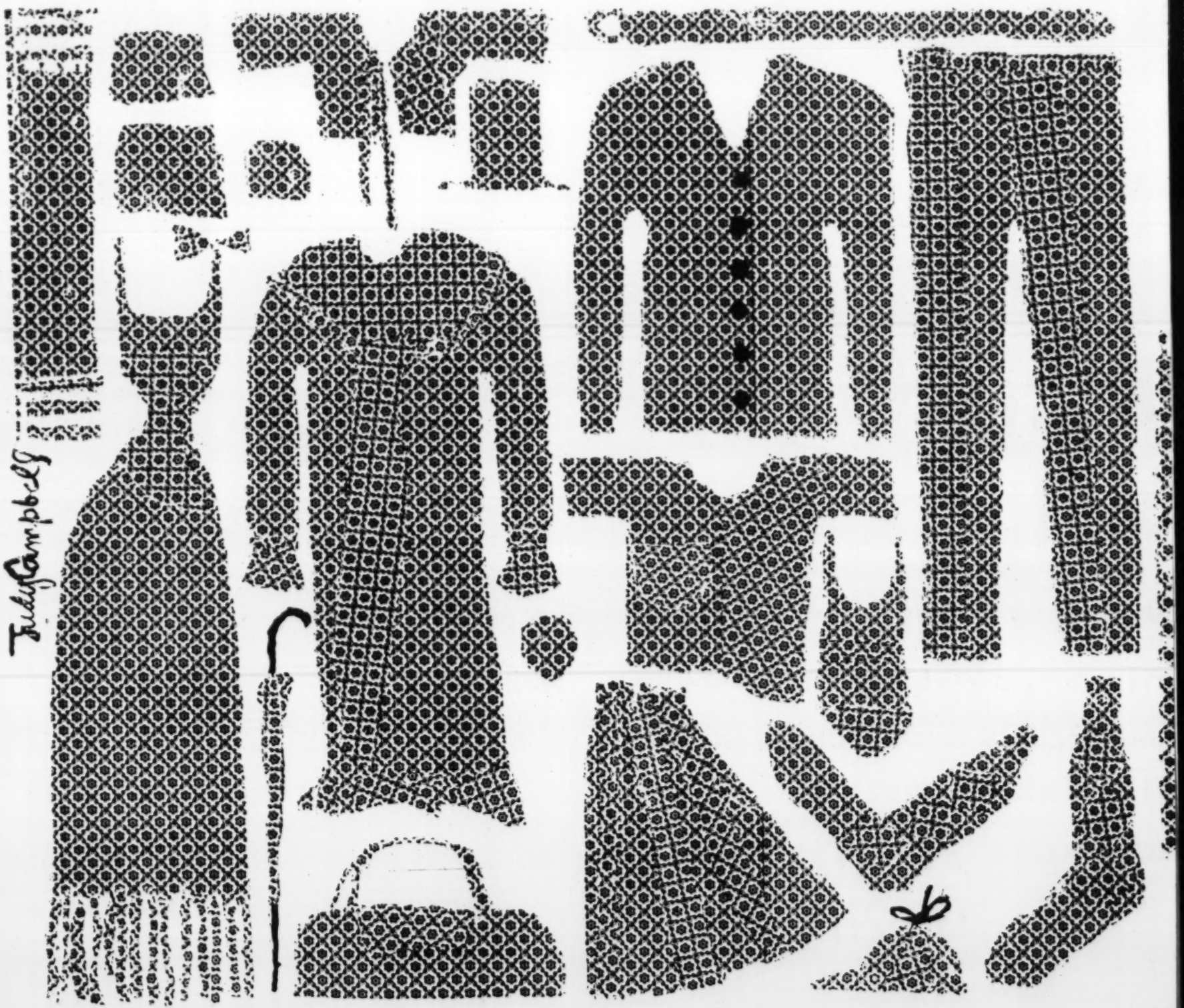
UP 211% ***LARGEST CIRCULATION GAIN OF ANY MAGAZINE FIELD IN THE LAST 15 YEARS!***

SPORTS AFIELD

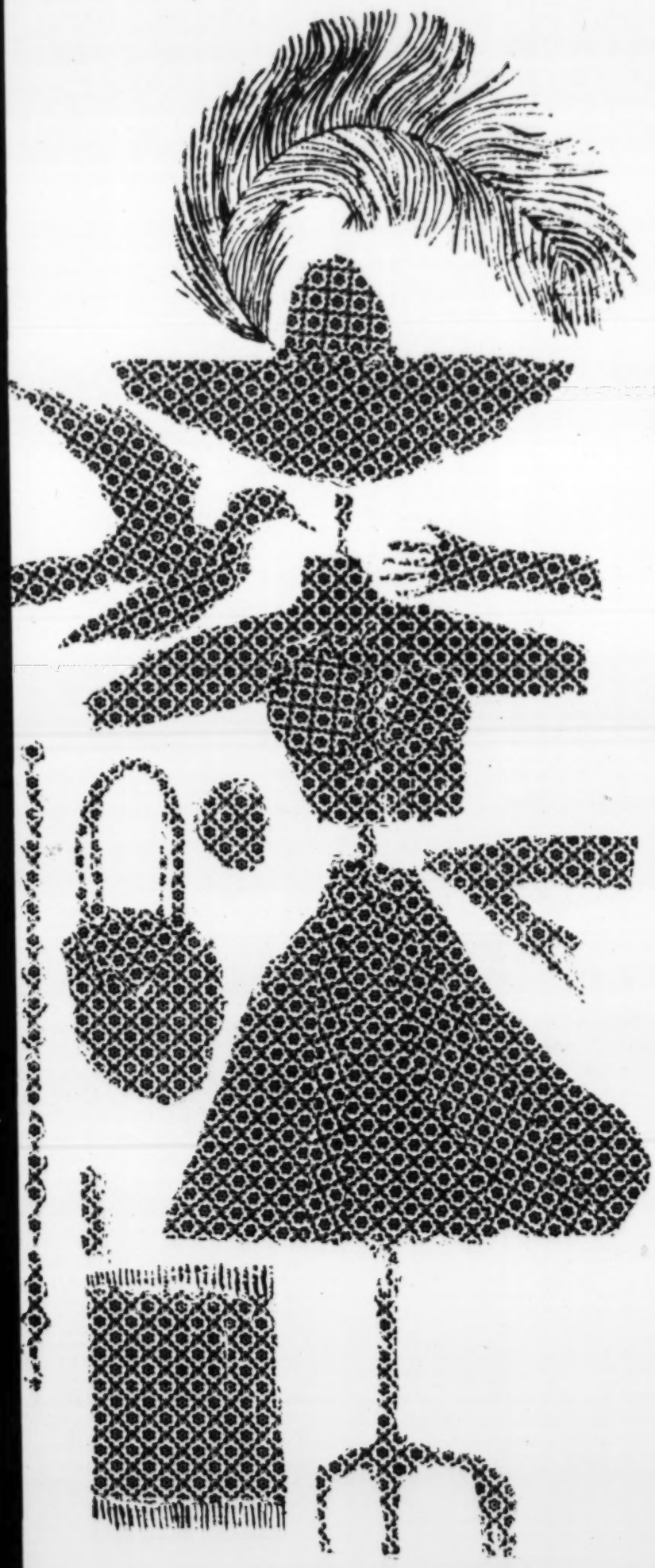
A HEARST KEY MAGAZINE • 959 EIGHTH AVENUE • NEW YORK 19, N. Y.

1st Quarter Circulation
Over **1,100,000***
Highest in History!
*Publisher's Estimate

the Sixth of a series



Scolaro, Meeker & Scott: Chicago ST 2-4107, Detroit TR 2-7810, Philadelphia LO 3-5491 • Doyle & Hawley: Los Angeles DU 8-2328



What did you say your size was?

New York's Garment Center is the world's most productive 0.1 of a square mile. Its annual dollar sales equal the value of all the oil from Texas each year. It occupies only 18 square city blocks... you can walk around it in half an hour... yet it produces more dollars a year than all the world's gold mines in three years!

New York's garment business employs about 250,000 people. That's like hiring every adult in Toledo. Their wages are close to $900,000,000 a year. They work for about 11,000 firms in the New York area, more than all the manufacturers in Akron, Milwaukee, Baltimore, Toledo and Boston combined.

Hardly anyone wears more than one dress at a time, but some people buy a lot more clothes than others. The direct way to reach them is the Herald Tribune: "the market without waste". Of all New York papers, the Trib has the highest concentration of families with $7,000-and-up incomes: the ones you most easily sell at a profit. No wonder the Trib carries the fourth largest volume of general advertising of all U. S. newspapers. You and your business are missing plenty if you don't advertise where the most active money is—in the New York

Herald Tribune

San Francisco GA 1-7437 • McAskill, Herman & Daley, Inc.: Miami Beach JE 2-1715 • Allin Associates: Toronto EM 4-2269, Montreal VI 5-6898

Q — Is there a more effective way for you to sell the THOUGHT-LEADERS of Agriculture?

A — Yes! Visualize your sales story in the unique editorial climate of the new BETTER FARMING METHODS coming in July.

BETTER FARMING METHODS
50,000 Professional and Community Leaders

Call your BFM Marketing Specialist for a complete explanation of this THOUGHT-LEADER concept.

Specialized Magazine for Agricultural CHANGE-AGENTS

BETTER FARMING METHODS
Watt Publishing Co. Mount Morris, Ill.

BPA

Zwald Heads AIA Chapter

The Oregon chapter, Assn. of Industrial Advertisers, Portland, has elected Robert L. Zwald, Electric Steel Foundry Co., president. Other officers are Mel Carpenter, Georgia-Pacific Corp., vp; William R. Warner, Hyster Co., secretary, and Thad Gable, Photo-Art Commercial Studios, treasurer.

Healy Adds Three Accounts

Healy Advertising Agency, Montclair, N. J., has been named to handle trade paper advertising, direct mail and publicity for Colonial Neon Sign Co., North Bergen, N. J.; New York Transformer Co., Alpha, N. J., and Standard Plastics, Fogelsville, Pa.

Olsen Names Jones

Rolland W. Jones, formerly sales development manager of *Industrial Marketing*, Chicago, has joined Olsen Publishing Co., Milwaukee, as business manager of *Sales & Advertising*.

Better Addressing Aim of Canadian Post Office Drive

MONTREAL, June 7—The post office of Canada will spend $200,000 to promote better addressing this year, and that investment "brings truly big returns when one considers the mammoth job it is called upon to do," according to Hon. William Hamilton, postmaster general.

A former executive director of the Federation of Canadian Advertising & Sales Club and general manager of the Advertising & Sales Executives Club of Montreal until his election as a member of the Canadian parliament in 1959, Mr. Hamilton told ADVERTISING AGE:

"We know, just as any business knows, that it cannot offer the best in service unless its clientele knows what services it has to offer and knows how to use them most effectively. So we have worked out arrangements to inform the public about the postal services that are available and to help them make the best possible use of these services.

■ "This year our advertising program is built around the theme of 'better addressing,' which in our six biggest cities is tied in with a campaign to improve the effectiveness of our postal zoning arrangements.

"This campaign will use just about every medium in the advertising business. . . tv, radio, direct mail, newspapers, posters."

Mr. Hamilton termed the $200,000 expenditure "pitifully small by commercial standards," comparing it with one particular company which is putting aside $250,000 to advertise instant mashed potatoes. The post office has an annual volume of $180,000,000. #

Reeves Gains Account, Drops Another; Elects 3, Adds 1

Knox Reeves Advertising, Minneapolis, has gained an account—the building products division of Wood Conversion Co., St. Paul—and dropped one—Pacific Gamble Robinson Co., Minneapolis—which moved to Campbell-Mithun.

Three new vps have been elected. They are Howard Jones and Ralph Klapperich, account executives, and Robert T. Sturgis, media director. Herbert F. Webster, formerly with Fuller & Smith & Ross, Pittsburgh, has joined Knox Reeves' creative department as a copywriter.

Kohn Heads Railway Admen

Albert L. Kohn, general advertising manager of the Southern Pacific Co., San Francisco, has been named president of the Assn. of Railroad Advertising Managers. Other new officers include J. N. Ragsdale, Assn. of American Railroads, Washington, 1st vp; G. V. Frederick, Baltimore & Ohio Railroad, Baltimore, and G. F. Link, Chicago, Burlington & Quincy Railroad, Chicago, vps, and J. N. Hagen, Great Northern Railway, St. Paul, and A. W. Eckstein, Illinois Central Railroad, Chicago, treasurers.

Metal Climax Names Bridge

American Metal Climax Inc., New York, has named Harry P. Bridge Co., Philadelphia, and its public relations affiliate, Worden & Co., to handle advertising and public relations, respectively. G. M. Basford Co., New York, is the previous agency.

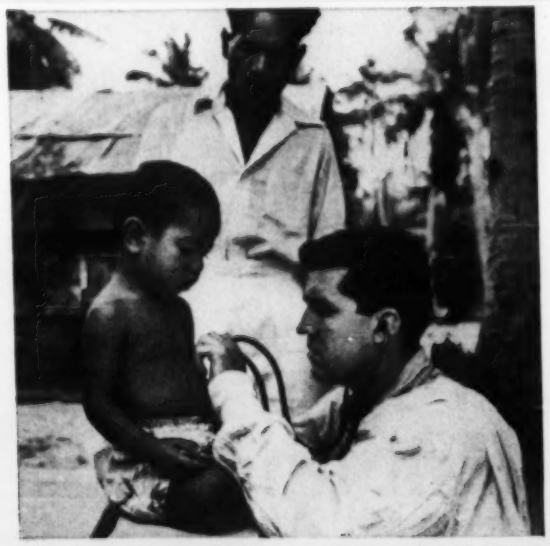
Harrington Names Dickinson

John F. Dickinson, a vp of Harrington, Righter & Parsons, New York, has been elected to the board of directors of the tv station representative.

This great seaborne health center will carry a new kind of aid abroad—*with your help*. Part of the people-to-people project Hope, it will enlist 200 specialists in sharing our health skills.

Ambassador with a blackboard, the Hope specialist will help the often woefully few local medical technicians train helpers. The result: many more hands. And that means one Hope dollar is multiplied many times over.

YOUR HELP CAN COME BACK A HUNDRED TIMES OVER



One local doctor for 100,000 people. These are the odds Hope may face. Yet Hope can mean so much. The health of this child. The health of five Indonesians. *Trained* hands and only a dollar's worth of penicillin can cure them of crippling yaws.

If enough of us help, the S.S. Hope will be outbound in 1960. First port of call: Indonesia. A bold health project called Hope will be underway.

The need is crucial. Many places, too many health hazards exist. Too many people robbed of the will to live. Too few hands to help. Often, a doctor for 100,000.

Hope's approach is *practical*. Help where a nation's doctors ask help. Help them help themselves to health. By training, upgrade skills—multiply hands. Hope's doctors, dentists, nurses, and technicians will man a center complete to 300-bed mobile unit and portable TV.

You can not only make every dollar do the work of many, you can earn a priceless dividend. With health comes self-respect. People at peace with themselves are less likely to war with others.

Hope is *yours* to give. It's a people-to-people project. For one year's worth, 3½ million Americans must give a dollar. Don't wait to be asked. Mail a dollar or more now to HOPE, Box 9808, Washington 15, D.C.

ADVERTISING COUNCIL PUBLIC SERVICE

HELP LAUNCH HOPE

Advertisement prepared by Gilbert Advertising Agency, Inc.

*"Our exclusive campaign in The New Yorker has played a major role in building the Harburt brand name. The excellent results we received prompted our switch from black and white double columns to four-color bleed pages."

Allen D. Sirotto
President,
Harburt of Boston, Inc.

THE NEW YORKER MAGAZINE

ADMINISTRATIVE . . .

PRODUCTION . . .

ENGINEERING . . .

PURCHASING . . .

How can you
CONCENTRATE TO DOMINATE
the metalworking market . . .

. . . and still cover all four buying influences? Metalworking is BIG . . . accounts for over half of all manufacturing in the nation. Metalworking is BROAD . . . embraces nine high volume SIC segments. Metalworking is GROWING . . . will increase from $150 to $225 billion by 1965 . . . $340 billion by 1970. In the light of these facts . . . are you investing enough to make the most of this BIG, BROAD, GROWING market? Are you covering all SIC segments . . . all important buying influences? Are you concentrating your dollars . . . to create a dominant campaign in the publications which can help your salesmen most? Of course, you use the "verticals" and single function publications to round out your program. But first, make sure you invest *enough* dollars in a publication that enables you to CONCENTRATE TO DOMINATE the *managers* in *all* of Metalworking America. STEEL will do the job for you. STEEL's circulation is proportionately matched to all SIC's in metalworking. By editing to the common interests of metalworking managers . . . STEEL covers all key buying influences in administration, production, purchasing and engineering. In STEEL . . . you *can* CONCENTRATE TO DOMINATE.

NDP
BPA

serves all four functions best ***because it serves them all***

A PENTON Publication Penton Building Cleveland 13, Ohio

WGBS 50,000 WATTS CBS
RADIO
MIAMI
TOTAL INFORMATION RADIO
the STORER station – backed by 33 years of responsible broadcasting • CALL KATZ

Studebaker Buys Five Jazz Festivals on CBS Radio

Studebaker-Packard Corp., South Bend, Ind., will sponsor CBS Radio's "World Jazz Series," a summer schedule of fifteen 55-minute shows presented at 9:05 p.m., EDT. The car maker, which sponsored the Newport Jazz Festival on CBS Radio last year, again will sponsor the event this year, as part of the world jazz group. The Newport Festival will run July 1-4.

Other festivals in the group include: one from French Lick, Ind., July 9-31; from Detroit, Aug. 19-21; from Philadelphia, Aug. 26-28, and one which was held in New York June 4-5. The Studebaker buy was made through D'Arcy Advertising Co.

Stocking Joins Zlowe

Willard Y. Stocking, formerly director of advertising and public relations of M. Lowenstein & Sons, has joined Zlowe Co., New York, as an account supervisor.

Simoniz TV Ads Promote Wax$_2$0

CHICAGO, June 7—Simoniz Co. will use national and spot television to introduce its newest product, an auto polishing wax in a water base, called Wax$_2$0.

Advertising this season for the new auto wax will run during July and August on the "Jack Paar Show" (NBC-TV) three times a week, plus tv spots in several major markets. A heavy ad drive will promote the product next summer, according to Paul Greenfield, Simoniz director of marketing.

Simoniz said Wax$_2$0 was developed after two years of research. The product is mixed with water (4 oz. to a gallon of water), and the solution then is said to wash off the car while leaving a wax film which can be buffed to a gloss.

Young & Rubicam is handling the current campaign, though a successor agency is to be announced this month (AA, May 30). #

Folger's Coffee TV Spot Featured in Brochure

Fletcher Richards, Calkins & Holden, San Francisco, has mailed a 32-page brochure containing the complete storyboard of a tv spot commercial created for J. A. Folger & Co. to leading retail grocers and Folger salesmen throughout the 11 western states and in Vancouver and Victoria, Can. The Folger's coffee commercial, created by Format Films, West Coast animated film producers, features Bolder Bean as its lead character.

The agency plans to use the Bolder Bean character as focal point of new outdoor board, trade and newspaper campaigns aid in point of sale promotion materials.

Chester Burger Named President of CCI

Chester Burger, formerly vp of Ruder & Finn, has been named president of Communications Counselors Inc., a division of Communications Affiliates, New York. The latter is a service organization of McCann-Erickson Inc. Howard Chase resigned as head of CCI last year to form his own pr company, and Sydney W. Morrell was named exec vp of Communications Affiliates last March.

Mr. Morrell was previously vp in charge of public relations for International Telephone & Telegraph.

Sleex Fall Campaign Set

Sleex Products Co., a division of Formfit Co., Chicago, has announced plans for a fall advertising campaign for its line of cotton-lined rubber girdles. Magazines on the schedule include *Good Housekeeping*, *Life* and *True Story*. Ads are also set for 61 locally edited Sunday supplements and run-of-paper editions. Tv spots are also included, and spot radio will be tested in several markets. MacFarland, Aveyard & Co., Chicago, is the agency.

'U. S. News' Boosts Rates, Base

U.S. News & World Report, effective with its Jan. 2, 1961, issue, will increase its average net paid circulation from 1,150,000 to 1,175,000 and will boost its b&w page rate from $5,980 to $6,345.

The Gap Widens

The Journal-American now leads the World-Telegram and Sun by more than 140,000 families and the Post by over 270,000 families

FOR THE 6 MONTHS ENDED MARCH 31, 1960, AVERAGE NET PAID CIRCULATION OF THE EVENING JOURNAL-AMERICAN EXCEEDED

600,000

During the 6-month period just ended, more and more families switched to the Journal-American while both the World-Telegram and Sun and the New York Post lost circulation. The Journal-American now reaches by far the largest percentage of the evening field in its history. It has 75.8% as many readers as the other 2 evening papers combined.

The momentum of the Journal-American's circulation gains has accelerated in recent months, resulting in figures substantially higher than 600,000. These gains have been registered in every area of the Metropolitan New York Market. Journal-American circulation is UP in the City. UP in Westchester. UP in Long Island. UP in New Jersey. UP everywhere!

MORE and MORE New York Families are switching to the

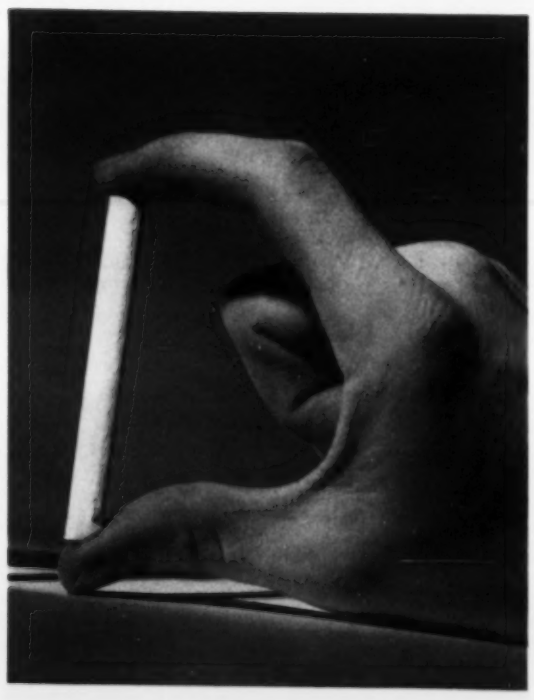
NEW YORK Journal-American

THE READER'S CHOICE

Represented Nationally by Hearst Advertising Service Inc. Offices in Principal Cities

Circulation figures are from A. B. C. Publishers' Statements for the 6 months period ending March 31, 1960.

Photography... sells almost everything



EASTMAN KODAK COMPANY, Rochester 4, N. Y.

31 Experts Discuss Corporate Image in New Compilation

NEW YORK, June 7—The beginner with an interest in how corporate personalities are developed can profit from a new book, "Developing the Corporate Image," published by Charles Scribner's Sons at $5.95.

Edited by Lee H. Bristol Jr., director of public relations for Bristol-Myers products division, Bristol-Myers Co., the book is a compilation of 31 chapters written by specialists in different phases of corporate imagery. The writers describe the various publics with which they deal, the problems encountered and the tools and methods by which they are solved. Some of their comments are new; other are reprints.

Among the authors are Pierre Martineau, of the *Chicago Tribune;* Charles Winick, of J. Walter Thompson Co.; Charles E. Swanson, of *The Saturday Evening Post;* Dwight C. Van Meter, of N. W. Ayer & Son; Bert C. Goss, of Hill & Knowlton.

Also David Ogilvy, of Ogilvy, Benson & Mather; Fred B. Manchee, of Batten, Barton, Durstine & Osborn; Richard Fehr, of Doherty, Clifford, Steers & Shenfield; Woodrow Wirsig, of *Printers' Ink;* Michael Horton, of Columbia Broadcasting System, and Robert J. Tiernan, of Meredith Publishing Co.

Mr. Manchee's chapter, "Questions for the Advertising Agency," was carried as a feature article in Advertising Age (March 14, 1960).

■ Mr. Martineau writes: "Too many business men today seem to feel that promoting the corporate image is little more than a vague gesture of good will. They act as if they aren't sure that public attitudes toward their company are really important. And, unfortunately, too many of today's public relations and publicity practitioners don't view their tasks in terms of changing attitudes. Too often they are content with sending out mass-produced hunks of news items and then sitting back and clipping the newspapers, magazines and trade journals to collect massive scrap books designed to impress management with the tremendous job they're doing."

■ Hector Lazo, of New York University's graduate school of business:

"Consumer advertising also has much to do with [the corporate] image in the eyes of the trade. A continuous repetition of such slogans as 'Progress is our most important product,' 'You can be sure if it's Westinghouse,' 'Good to the last drop' and similar slogans, are backed up by the quality of the product, go a long way towards creating an image that automatically commands respect and support from the trade.

"Wholesalers and retailers tend to be proud to be associated with such well-known and well-established companies, that back up their advertising claims with products and policies which earn them public respect and public support."

■ Discussing written communications, Kermit Rolland of Kermit Rolland & Associates, writes:

"One company I know (and so do you) has successfully established an appealing corporate image through advertising and design. But wait until you receive a letter from that company! The image conveyed by that letter is completely at odds with the advertised image. As a reader you have the suspicion that the image conveyed by the letter is closer to the truth, since it came from a non-professional image maker. And so you conclude that the advertised image is nothing more than a slick campaign."

■ Mr. Manchee, retired vp of BBDO, discusses the "understandable" reluctance of advertisers to approve "interpretive" advertising. "There is noticeably less spontaneity when the goal shifts from advertising that sells the company's products to the company itself."

Mr. Manchee suggests, and answers to his satisfaction, six questions which he warns agency men to be ready for from the client:

1. "Isn't institutional or image advertising pretty much blue-sky advertising?"
2. "When you are promoting a product, you set aside a certain percentage of sales or anticipated sales for advertising. With institutional advertising you have nothing to tie to. How, then, can you determine how much you should spend for image advertising?"
3. "Why cannot the image of objectives be accomplished just as well and far less expensively through publicity as through advertising?"
4. "If the officers of the company embarked on a widespread speechmaking campaign, couldn't the interpretive job be done almost as effectively?"
5. "If a company does make only ingredient products, what difference does it make what kind of image it has?"
6. "How long must an advertising campaign run before it accomplishes its image-building job?"

■ Mr. Fehr, writing on how to approach consumer magazines, reports on a top editor who listed three chief reasons pr people fail to obtain results in his publication:

1. "They have not studied our book and so they suggest ideas that are completely out of harmony with our editorial needs."
2. "They present vague half-formed ideas, apparently assuming we will jump at the chance to forge their horseshoes."
3. "High pressure."

■ William D. Cayton, Cayton Inc., discussing the use of films and other audio-visual aids, concludes that every corporation wanting to project its image in this manner, must be:

"Willing to sweat through the painstaking efforts of defining its own corporate image, clear in knowing how much it wants to spend for a film and what uses will be made of it; articulate and fair in presenting its views and making demands on the creative talent it hires; determined to see the job through, and presenting to management evidence of a film's effectiveness."

Steel Duffy Patten

LIT UP—*Purchasing Week's award of merit for outstanding creativity in an ad is happily accepted here by two Sylvania lighting division executives, James Steel, merchandising manager, and Jim Duffy, industrial and commercial ad manager. Presenting the award is Walter W. Patten Jr., district manager of Purchasing Week.*

Publisher Case to Retire: With Fire Book Since 1911

I. Herbert Case, formerly publisher of *Fire Engineering* and general manager of *FE, Waste Engineering* and *Waterworks Engineering*, which compose the municipal group of the magazine publishing division of Reuben H. Donnelley Corp., New York, has been named a consultant to the division. He will hold the post until his retirement in one year. A committee, composed of Alfred J. Houghton, advertising director of the municipal group, Dr. Morris M. Cohn, editorial director, and Donald M. O'Brien, editor of *Fire Engineering*, will handle the responsibilities of publisher and general manager.

Mr. Case joined *Fire Engineering* (then *Fire & Waste Engineering*) in 1911. He later became a principal of Case-Shepperd-Mann Publishing Corp. and was vp when the company's publications merged with Donnelley.

Seagram Wins Edgar Award

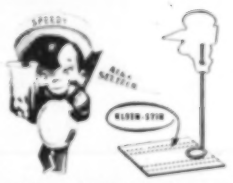
Seagram Distillers and its agency, Warwick & Legler, have received the Ed Gibbs Newsletter Edgar award for "most consistently effective advertising by a distiller." Other award winners included: Renfield Importers and its agency, Reach, McClinton & Co., for best single ad by an importer; *Vogue*, best advertising tie-in by a consumer publication; Liebmann Breweries, for consistently effective consumer advertising by a brewer; Taylor Wine Co., best consumer ad campaign by a vintner, and Texas Wine & Liquor, Ft. Worth, best trade advertising by a wholesaler.

McGiveran, Holtzman Merge

McGiveran-Child Co., Chicago, has merged with Holtzman-Kain Advertising, Chicago. Paul J. Basinger, former president of McGiveran-Child, has been named a principal of Holtzman-Kain, whose offices remain at 59 E. Van Buren St.

Stickin' around WITH kleen-stik®

GET IT UP...KEEP IT UP...WITH KLEEN-STIK



K-S Wins Space War!

IDEA NO. 171

Kleen-Stik played a vital role in a space-saving demonstration for **Miles Products Div.** of Miles Laboratories, Inc., Elkhart, Ind. To show druggists how little counter space *2 dozen* packages of **Alka-Seltzer** need, Product Mgr. **Rudy Rasin** and Merch. Dir. **Hank Schmidt** developed this ingenious 3-piecer. The colorful cut-out of "Speedy" slips over a wire clipped at *right angles* to a 6" x 6" card. And the card fastens quickly and securely to the counter with (you guessed it) self-stickin' **Kleen-Stik**—the modern "peel-an'-press" adhesive! **Frank Karslake** handled production for **Forbes Lithograph Mfg. Co.**

WORLD'S MOST VERSATILE SELF-STIK-ing ADHESIVE

IDEA NO. 172

Great Give-Away for Sylvania

So suitable . . . *so* practical . . . *so* ingenious is this "Family Album" used as a premium by **Sylvania Electric (Canada) Ltd.** of Montreal. Inside the colorful covers (printed in English *and* French!) are 12 black pages for mounting the photos you take with Sylvania **Superflash** bulbs—each page equipped with strips of **Kleen-Stik Dubl-Stik** for easy attachment without water, glue, or tape. Idea "flashed" by Sales Prom. Mgr. **W. P. Lewis** and **Ed Matthews** of Delmar Studios and produced by **The Delmar Studios Co. Ltd.**, Downsview, Ont. Makes a pretty sales picture!

With Kleen-Stik, relief from display and merchandising problems is just a phone call away. Call your regular printer, lithographer, or silk screener for an album of ideas . . . or write direct.

GET IT UP...KEEP IT UP...WITH KLEEN-STIK

kleen-stik PRODUCTS, INC.
7300 West Wilson Avenue
Chicago 31, Illinois

MONTGOMERY

SHOPPING CENTER FOR CENTRAL ALABAMA!

WHEN YOU SELL ALABAMA.. YOU CAN'T AFFORD TO MISS THESE COUNTIES

Of Alabama's three metropolitan dailies, the Montgomery Advertiser-Journal delivers by far the most effective coverage in Central and South Alabama. The pages of the Alabama's Capital City papers are the market place for the biggest spending families in a 19 county area surrounding Montgomery.

675,100 Population

Over 25% of Alabama's Retail Sales

$754,173,000 Effective Buying Income

ROP COLOR available both daily and Sunday.

THE ONLY EFFECTIVE COVERAGE OF THE CENTRAL AND SOUTHEAST ALABAMA MARKET

The Montgomery Advertiser - ALABAMA JOURNAL

MORNING—EVENING—SUNDAY KELLY-SMITH CO. National Representatives

Ralston to Let Stations Program, Sell 'Expedition' Every Third Week

'60-'61 Show Continues Education Tie-in Used in 'Journey,' 'High Road'

ST. LOUIS, June 8—Ralston Purina Co., which continually has combined extensive educational efforts with its network tv sponsored shows, has developed a plan whereby locally produced and locally oriented programs will be tied in with the company's show, "Expedition" (ABC-TV) during the 1960-'61 season.

This is how the plan works: Ralston will sponsor the half-hour show, which deals with famous expeditions, on Tuesdays at 7 p.m., EST, two out of every three weeks. Each third week, the time segment will be turned over to ABC affiliates carrying the network show. This time will be devoted to a local educational show, to be called "Expedition: [name of city]," produced by the stations in conjunction with the local school systems. The program will explore topics of local interest, including health, history, science, art, government, and natural resources.

■ Although Ralston will not sponsor the show in the week in which it is turned over to local programming, the company has financed preliminary planning and the costs entailed by a national committee of educators in setting up local advisory councils to work with the stations on the shows. The national group includes 11 educators from the National Education Assn., who volunteer their time. Stations will be free to sell the show to local advertisers every third week.

Ralston gets a lot of mileage from its network sponsored shows. When it became sponsor of "Bold Journey," an adventure series on ABC several seasons ago, it received mail from teachers all over the country, asking the company to send program topics in advance of telecasting. As a result, Ralston developed an extensive school tie-in for the show. The effort has been continued on Ralston's currently sponsored show on ABC, "John Gunther's High Road" and it will be maintained on "Expedition."

■ As part of the educational program, teachers are provided with advance program schedules and teaching aids, plus lists of sample questions to be asked students as a followup. As a second part of the program, several participating teachers are selected by a committee comprising members of the National Education Assn. Teachers judged to have made the best use of material supplied are awarded travel tours conducted in cooperation with the educational group.

The agency for Ralston Purina is Guild, Bascom & Bonfigli, San Francisco. ≠

'Fortune' Opens Sales Office in Minneapolis-St. Paul

Fortune has opened an ad sales office in Minneapolis-St. Paul. Resident manager of the office, at 527 Marquette Ave., is Joseph F. Egan, formerly with the magazine's Chicago staff.

Pearlman Joins 'Esquire'

Stan Pearlman, formerly with Southern Container Corp., has joined the New York sales staff of *Esquire*. At the same time the magazine transferred Jerry Slavis from New York to Chicago, replacing Robert Heiman, who has resigned.

Union Carbide Boosts Nelson

Arthur T. Nelson has been named promotion manager in the ad department of Union Carbide Chemicals Co., New York, a new post. He was formerly assistant promotion manager in charge of the company's technical sales literature.

Wright Joins Don Frank

Homer Wright, advertising manager of Arrowhead Products, Long Beach, has resigned his position to join Don Frank & Associates, Anaheim, Cal., as an account executive.

HIGH RATED LOCAL PROGRAMMING
TOP
AVAILABILITIES IN THE LARGEST FILM LIBRARY IN THE MARKET!
CALL BLAIR
Television Associates

MILWAUKEE
witi
CBS NETWORK
-tv
TV Capital of Wisconsin

the **STORER** *station* *backed by 33 years of responsible broadcasting*

IN BUFFALO More Advertisers Start the Day Right... in the Morning

Spectacular linage growth offers you convincing proof that more and more advertisers are discovering the potent selling power of the *Morning* Courier-Express.

From 1950-59, the *Morning* Courier-Express gained 41% in total linage compared with 13% for the evening paper. Retail advertising rose 21% versus 8%—national, 71% versus 4.5%. The retail grocery classification showed a whopping 166% gain against only 49%.

This advertising growth can only mean proven in-the-morning selling in Buffalo. The Courier-Express is vital to insure you your full share of the metropolitan Buffalo market.

FOR MORE ADVERTISING FOR YOUR DOLLAR concentrated on those with more money to spend use the *Morning* Courier-Express to reach Western New York's top 160,000 households.

FOR SATURATION use the *Sunday* Courier-Express, the state's largest newspaper outside of Manhattan, to blanket the 489,103 families in Buffalo and the eight surrounding counties.

For Total Selling in this Great Market

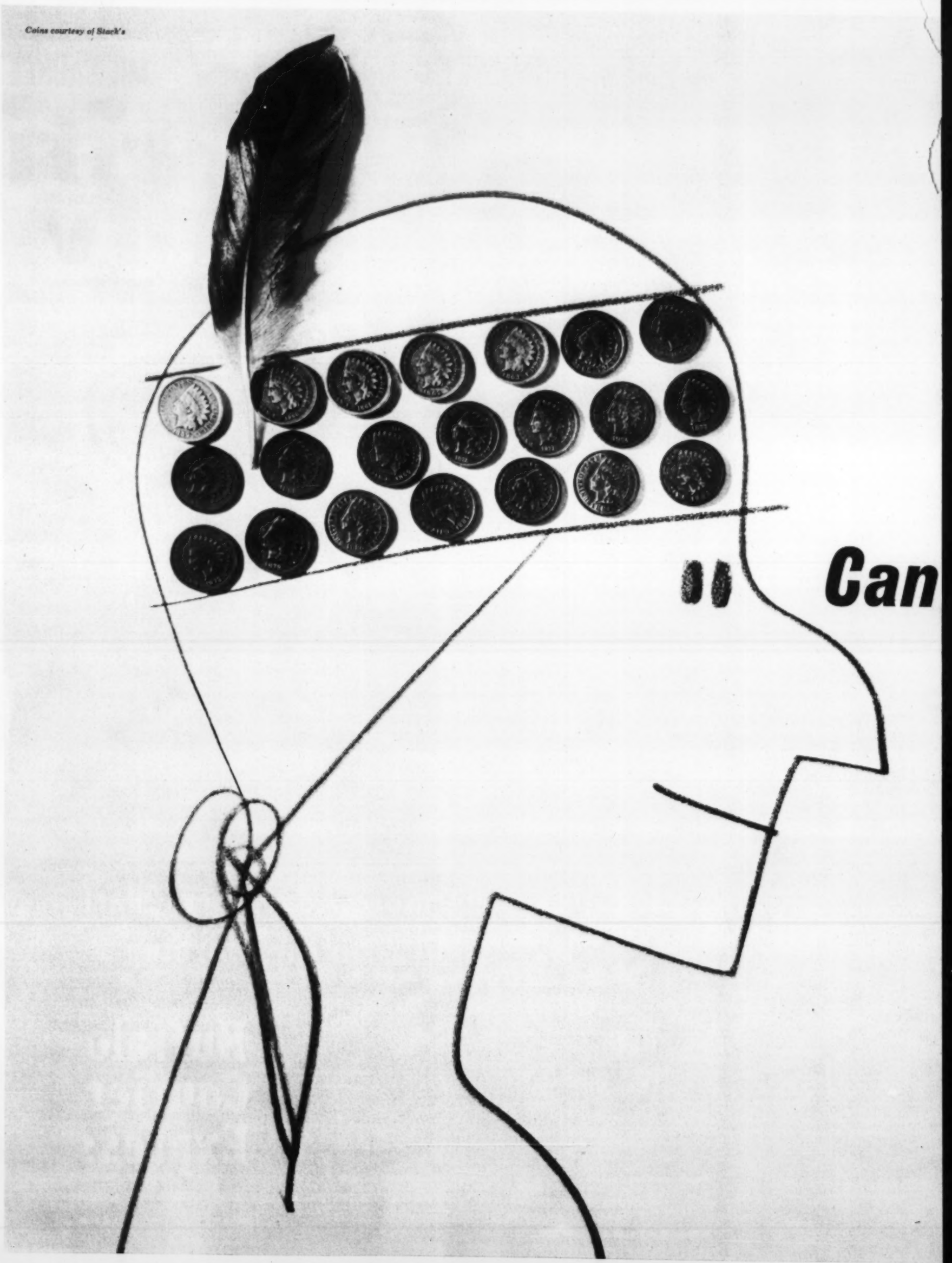
Buffalo Courier-Express

Western New York's Greatest Newspaper

ROP COLOR 7 DAYS

Representatives: Scolaro, Meeker & Scott
Pacific Coast: Doyle & Hawley

Coins courtesy of Stack's



Can

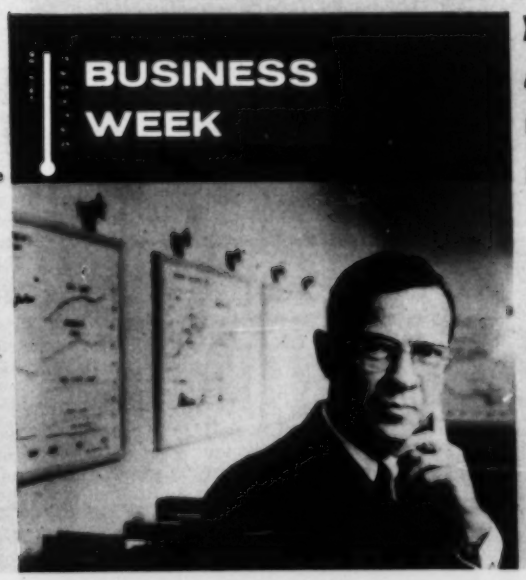
Among these 21 look-alike Indian-head pennies, there is one worth 10,000 times its face value. The others are worth — well, pennies by comparison. *Which one is the Chief?*

Don't guess! Examine credentials carefully. That's how Business Week selects the Chiefs of commerce, to build a management audience for your advertising.

you pick the chief?

Business Week is sold only by subscription. Every subscription applicant is asked for title, company, and type of business. With few exceptions, non-management applicants are *turned down* — last year, nearly 11,000 of them.

And so (like the last penny in the second row) the Business Week subscriber is valued above all others in the general-business and news magazine field. Advertisers know that they get, in Business Week, the greatest management concentration — and the greatest management readership per dollar.



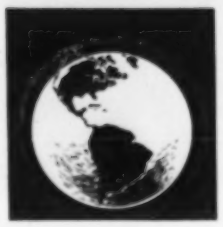
A McGraw-Hill Magazine

You advertise in Business Week when you want to influence management men.

Honoring the Minds that meet the Challenge of the '60s...

IRE remembers the MAN

. . . for research on radio-wave propagation



WINNER of the *1960 Harry Diamond Memorial Award* is K. A. Norton, of the National Bureau of Standards, Boulder, Colorado—cited for "contributions to the understanding of radio wave propagation." IRE is proud to honor Mr. Norton, and to salute all who, in this challenging decade of the '60s, work for the advancement of electronics and apply it to the betterment of our lives.

Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember-the man"—must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month—ACT on what they read. Present your company's facts in **Proceedings**—and watch the reaction!

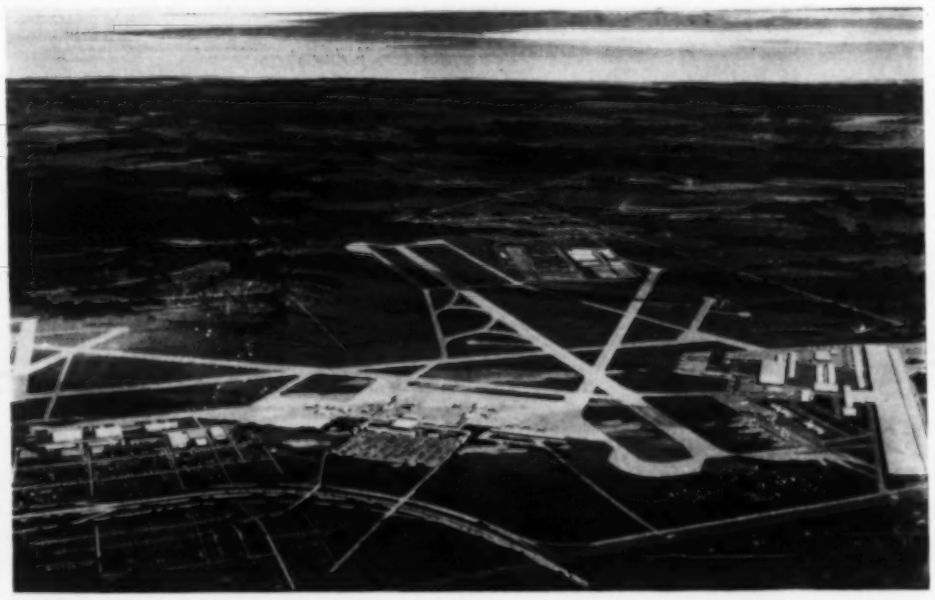
K. A. Norton

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE • The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

TULSA'S new $35,000,000 AIR TERMINAL



—NOW UNDER CONSTRUCTION!

Modern in every respect . . . 10,000 foot runways capable of handling the largest and fastest of the jets . . . This new project will not only mean greater payrolls and construction, but puts Tulsa ahead of any other city of comparable size for the jet age. For real response to your advertising, select bustling, vital TULSA, ONE OF THE TOP FIFTY MARKETS IN THE U.S.! Remember you're not "in" Oklahoma, unless you're in Tulsa.

for MORE Business, USE . . . The Oil Capital Newspapers

TULSA WORLD **TULSA TRIBUNE**

MORNING • EVENING • SUNDAY

Represented Nationally by THE BRANHAM CO.—Offices in Principal U.S. Cities

Getting Personal

Sam Barton, president of the Market Research Corp., whose sloop Aires has been a familiar sight in international racing for years, ended up the winner in the May 28 regatta of the Yacht Racing Assn. on Western Long Island Sound. Not so lucky was **Rosser Reeves,** Ted Bates president; the 65 ft. mast on his International Class Spellbound snapped and the Reeves crew spent the race waiting for aid . . . In another race, the jubilant although admittedly flabbergasted winner was **George Whipple,** in the pr department of BBDO, who won the Gipsy Trail Memorial Day Regatta at Carmel, N. Y. On the last buoy he skimmed past **Bob Young,** Benton & Bowles vp, winner of two regattas last year . . .

Walter Wood, former vp and account supervisor at Cunningham & Walsh, has set up a movie producing company, Murray-Wood, with actor **Don Murray.** They're now in St. Louis working on their first picture, "Hoodlum Priest." Their second venture will be "A Most Civil War," a comedy on Madison Ave . . . **Frank Fogarty,** exec vp of Meredith Broadcasting Co., made a hole in one at the Omaha Country Club with a 168-yard six-iron shot . . .

EXHIBITOR—*Bill Olendorf, (right), vp in charge of marketing at Tobias, O'Neil & Gallay, Chicago, shows two of his paintings to Phil W. Tobias, Jr., (left), president of the agency. Bill's paintings are currently on exhibit at the Chicago Art Institute's May Flower exhibit, McKerr Observatory gallery, Old Town Art Center, and Riccardo's restaurant.*

R. Bruce Irons, son of **Robert Irons,** newly-named ad manager of Standard Oil Co. (Indiana), has won a national merit scholarship. He'll study American lit at Brown . . . **Walter Annenberg,** president of Triangle Publications and editor-publisher of the *Philadelphia Inquirer,* has been elected a term trustee of the University of Pennsylvania . . . New president of the YMCA's National Council is **Herbert Evans,** president of Peoples Broadcasting Corp. . .

Awards lineup . . . Maurice Needham, president of Needham, Louis & Brorby, has been named "Chicagoan of the Year" in the communications field by the Chicago Junior Assn. of Commerce & Industry . . . Admen of the year titles go to **G. S. Corigliano,** marketing division manager for Sel-Rex Corp., New Jersey, and **George T. Metcalf,** head of his own Providence, R. I., agency . . . The Springfield, Mass., adclub has given its award for civic service to **James J. Shea,** president of the Milton Bradley Co., maker of games and teaching aids . . .

Plaudits: **Ray Barron** and **Parker Kirk,** partners in the Ray Barron Boston agency, came to the rescue of 10,000 Boston schoolboy cadets May 25 when the admen donated $1,800 so the young cadets could stage their century-old parade, cancelled because of an economy drive . . . **John Arndt,** board chairman of Arndt, Preston, Chapin, Lamb & Keen, has received a "Golden Ruler" from the Philadelphia Fellowship Commission for his work in its membership drive. Also honored was campaign vp, **Philip Klein,** chairman of Philip Klein Advertising . . . In Los Angeles, three of the Chandler newspaper family were honored at two ceremonies in May. **Norman Chandler,** president of the Times-Mirror Co., and his son Otis who has succeeded him as publisher of the *Los Angeles Times,* were presented scrolls from LA county. The senior Chandler's was for his 15 years as publisher, the son's in honor of his new job. **Harry Chandler,** ex-*Times* publisher, was lauded for his work in preserving LA's quaint Olvera Street and for developing other civic projects . . .

BBDO notes: **Bob Foreman,** exec vp, is the author of a short story, "The $100,000 Shotgun," in the current *Sports Afield* . . . New York copywriter **Al Kelly,** played the title role in the 15th century morality play, "Everyman," in recent performances in Mount Kisco and Woodstock, N.Y. . . . Detroit copywriter **Jack Flounders,** skydiving aficionado, is on the mend after parachuting 2,200 ft. with a partially closed chute. Undaunted, he says he'll be back jumping as soon as the bandages come off . . . New York copywriter **Dave Baker** made his New York debut as a tenor in Carnegie Recital Hall to the tune of fine reviews from the press . . .

David R. Uran, president of Ethical Drug Advertising, is the recipient of the Pincus Herz award, presented by the Westchester Pharmaceutical Society . . . **Adam Reinemund,** dean of Omaha advertising men and now head of his own Omaha agency, has been named Alumnus of the Year by Augustana College . . . **Roland D. Ptak,** president of Ptak & Richter Advertising, Phoenix, has been named an honorary lecturer of the American Institute for Foreign Trade . . . **C. Wrede Petersmeyer,** president of Corinthian Broadcasting Corp., has been elected to the board of trustees for the Committee for Economic Development . . .

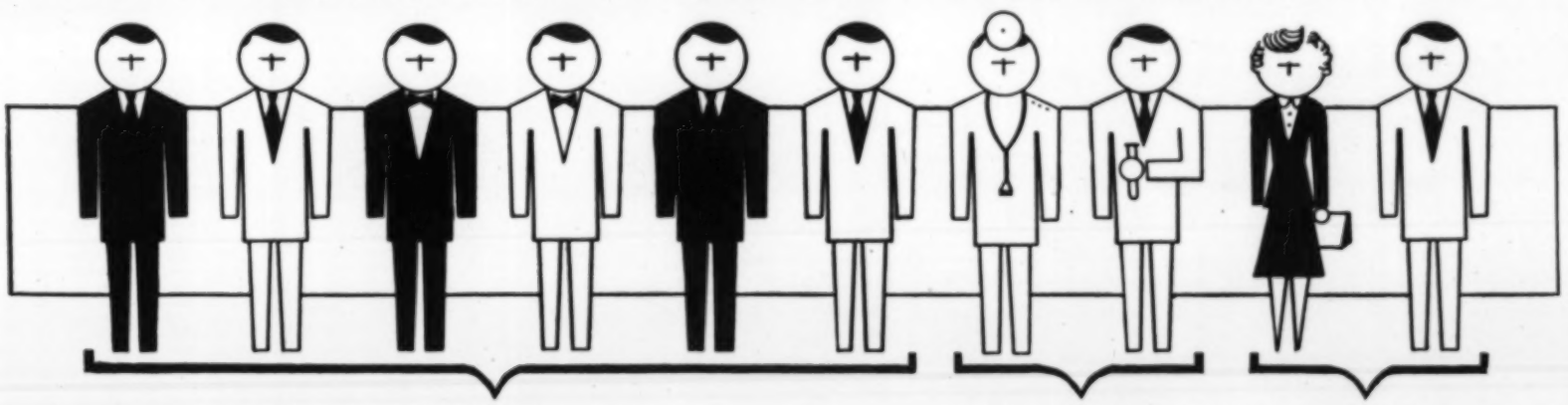
People who put the "BUSYNESS" into

BUSINESS

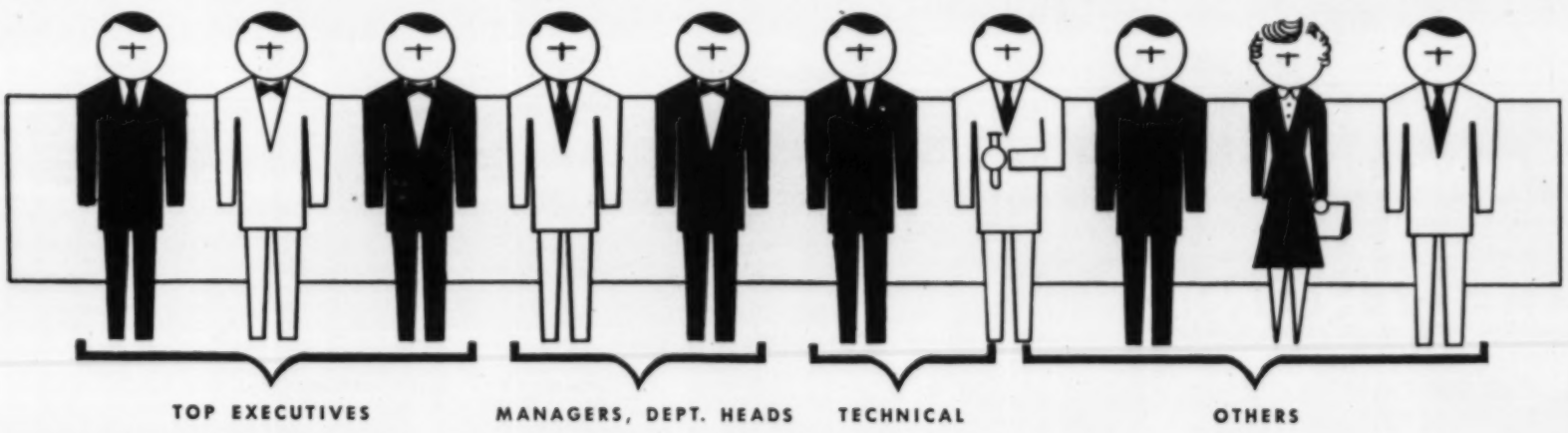
are very often Geographic readers.

Resourcefulness, drive, planning, responsibility – these are the qualities of people who keep business *busy*. They're found abundantly in the National Geographic audience of more than 2,400,000 homes where family heads tend to sit behind important desks during the working day. Here's what our latest survey* shows:

Among every 10 Geographic family heads, 6 are in business, 2 in professions.



Among every 10 in business, 3 are top executives, 2 are managers or department heads.



This is an impressive array of busy people with plenty of decisions to make. A natural interest in everything around them gives the National Geographic a special priority of their attention. And, like 9 out of every 10 Geographic family heads, they read the advertising pages. Interested?

THE NATIONAL GEOGRAPHIC

Washington 6, D. C.

**Our most comprehensive audience study yet. Its hundreds of facts are reported in "Double Dimensions"— a valuable working tool for advertisers. Do you have your copy?*

It's a Man's World!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

Clarke Opens Publisher's Rep

Dale B. Clarke, western advertising representative for the American Medical Assn. since 1955, has formed his own publisher's representative company, Dale B. Clarke Co., with offices at 1919 Wilshire Blvd., Los Angeles. The new company will specialize in medical and scientific publications.

Knox Gelatine Sets TV Bow

Knox Gelatine, Johnstown, N.Y., will make its first venture into network tv next fall, with sponsorship of one quarter hour per week on NBC's daytime "Loretta Young Theater." It also will run a heavy print schedule. Charles W. Hoyt Co. is the agency.

Ideas Inc. Names Agency

Ideas Inc., Des Moines, has named Tobias, O'Neil & Gallay, Chicago, to handle advertising for its toys, novelties and premiums.

Coming Conventions

*Indicates first listing in this column.

June 12-15. National Assn. of Direct Selling Companies, Hotel Statler, New York.

June 15-17. American Marketing Assn., annual meeting, Hotel Leamington, Minneapolis.

June 16-18. Florida Assn. of Broadcasters, annual meeting, Hotel Robert Meyer, Jacksonville.

June 19-24. National Advertising Agency Network, national conference, Oyster Harbors Club, Osterville, Mass.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 23-25. Maryland-D.C. Broadcasters Assn., annual meeting, Ocean City, Md.

June 24-25. Colorado Broadcasters Assn., Continental Hotel, Pueblo.

*June 24-26. Northwest Daily Press Assn., Madden Lodge, Brainerd, Minn.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

July 24-Aug. 5. Advertising Federation of America, second annual management seminar in advertising and marketing, Harvard Business School, Cambridge, Mass.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Aug. 12-13. Arkansas Broadcasters Assn., Hotel Marion, Little Rock.

Aug. 26-27. Oklahoma Broadcasters Assn., Western Hills Lodge, Wagoner.

Sept. 2-4. West Virginia Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs, W. Va.

*Sept. 8-9. National Business Publications, New York regional conference, Hotel Roosevelt.

Sept. 9-11. Iowa Daily Press Assn., 26th annual meeting, Des Moines.

Sept. 16-19. Mail Advertising Service Assn., annual convention, Sheraton Cadillac Hotel, Detroit.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Sept. 22-24. Advertising Federation of America, 10th District, Little Rock, Ark.

Sept. 28. Assn. of National Advertisers, Workshop on Advertising Management, Ambassador Hotel, Chicago.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 4-5. Advertising Research Foundation, 6th annual conference, Hotel Commodore, New York.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

*Oct. 10-11. National Business Publications, Chicago regional conference, Ambassador East Hotel.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 12-15. National Newspaper Promotion Assn., Southern Regional Workshop, Phoenix Hotel, Lexington, Ky.

Oct. 13-15. Pennsylvania Newspaper Publishers' Assn., annual convention, Penn Harris Hotel, Harrisburg.

Oct. 16-17. Texas Assn. of Broadcasters, fall convention, Sheraton-Dallas Hotel, Dallas.

Oct. 16-18. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 17-18. 32nd annual Boston Conference on Distribution, Hotel Statler Hilton, Boston.

Oct. 17-18. Agricultural Publishers Assn. annual convention, Advertising Club of New York.

Oct. 18-21. National Assn. of Educational Broadcasters, annual convention, King Edward Hotel, Toronto.

Oct. 19-21. Audit Bureau of Circulations, annual meeting, Biltmore Hotel, New York.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 13-16. Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Va.

*Nov. 14. National Business Publications, San Francisco regional conference, Jack Tar Hotel.

Nov. 14-16. Broadcasters' Promotion Assn., annual convention, Sheraton Charles Hotel, New Orleans.

Nov. 14-16. Southern Newspaper Publishers Assn., 57th anniversary convention, Boca Raton Hotel and Club, Boca Raton, Fla.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

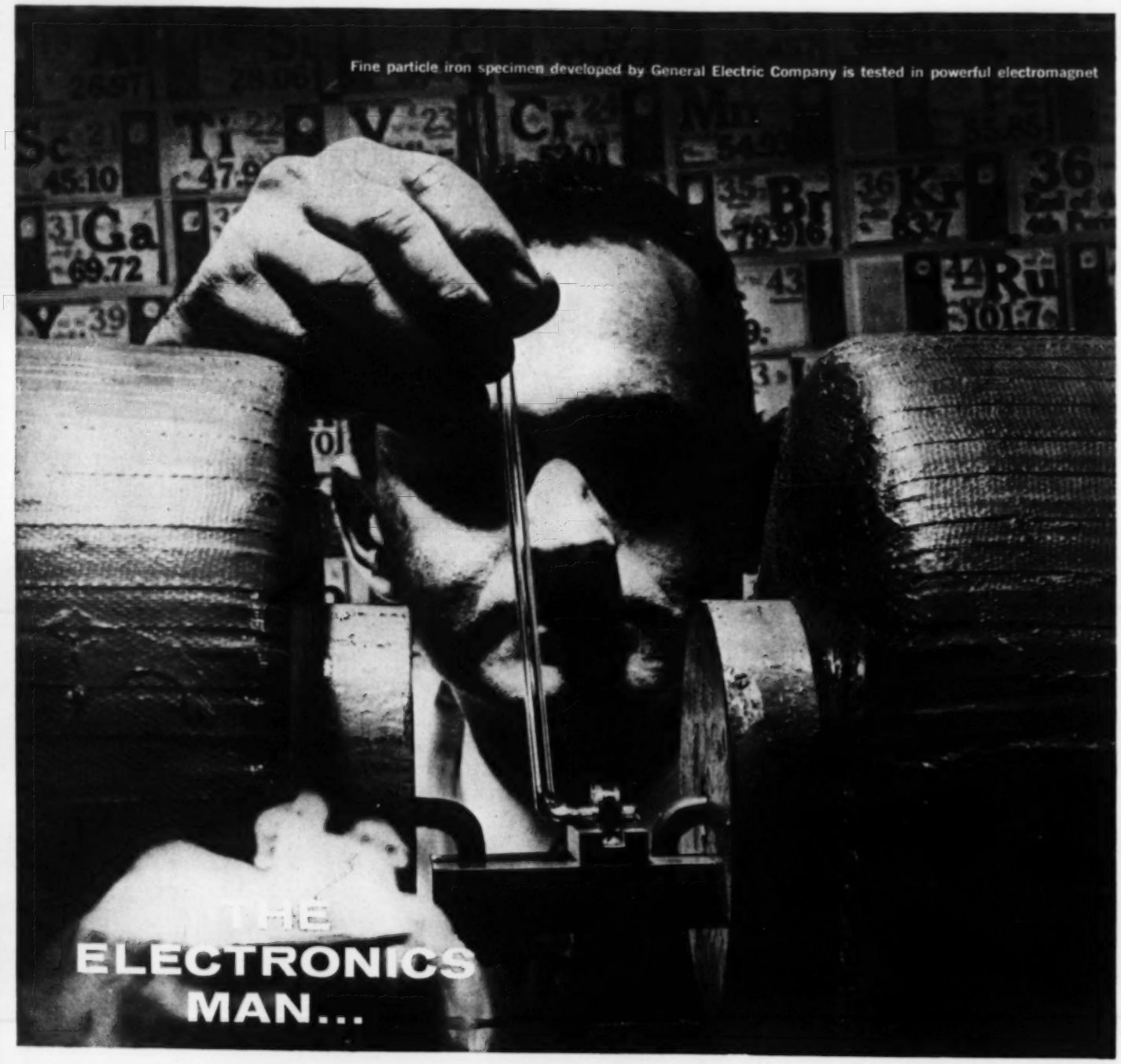
*Nov. 17. National Business Publications, Los Angeles regional conference, headquarters to be announced.

WRC Boosts Goodfellow

Joseph Goodfellow, formerly manager of WRC, Washington, has been promoted to vp and general manager of WRC and WRC-TV, NBC-owned stations. He succeeds Carleton D. Smith, who has been named staff vp in Washington for Radio Corp. of America.

Hakim to Lennen & Newell

Edgar Hakim, formerly with Young & Rubicam, has joined Lennen & Newell, New York, as an assistant account executive. He will work on the Cluett-Peabody account.


Fine particle iron specimen developed by General Electric Company is tested in powerful electromagnet
THE
ELECTRONICS
MAN...

HOW TO FIND HIM

Many electronics men work in industries such as aircraft, automotive, petroleum, chemicals, etc. They work with instrumentation, computers, missile guidance systems and the myriad other applications developing each day.

Now look at the badge that identifies the electronics man. It reads **R** esearch-**D** esign- **P** roduction- **M** anagement. The interest of the electronics man is in any or all of the four areas.

No matter where you find the electronics man, his engineering background enables him to influence the purchase of electronic components and equipment.

There's one best way to reach the electronics man, in whatever industry, in whatever area he works. It's the magazine **electronics.** 52,000 electronics men pay to read it... every week.

THE ELECTRONICS MAN "BUYS" WHAT HE READS IN... **electronics**

McGraw-Hill Publication • 330 West 42nd Street, New York 36, New York

17 award winning commercials

The TV Commercials Council has selected and announced the winners of the first American TV Commercials Festival and Forum.

This Forum is a new competition supported by Sponsor Magazine. Criteria for judgment: impact, believability, tastefulness, copy line, demonstration, identification.

The judges were 50 top advertising men—34 agency men, three representatives of TV stations or trade magazines and 13 advertisers and people from other areas of advertising. Their job was to pick winners out of the 1327 commercials that were submitted by both advertising agencies and production companies.

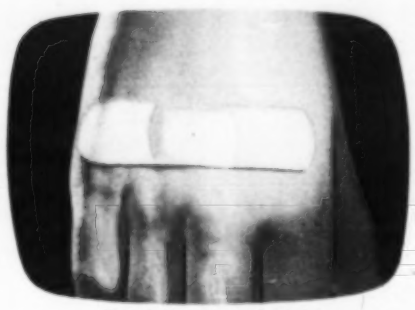
In the awards for last year's commercials, which fell into 27 categories, Y&R won five first places, seven seconds, one honorable mention. In the "specials" group, Y&R won four awards.

In addition to the 1959 awards, 25 commercials from the past 10 years were selected in the "classics" group to form a nucleus for a "Hall of Fame." Of those 25, five were from Y&R.

Objective 1960? *More* good commercials.

YOUNG & RUBICAM, Advertising

Refrigerator-Freezers • General Electric Company



Sheer Strips • Johnson & Johnson

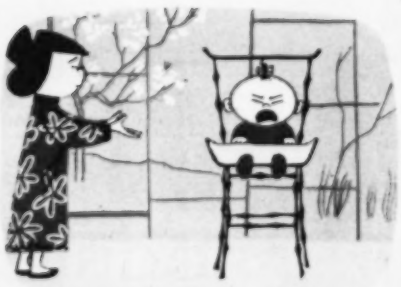
Windex • The Drackett Company

Piels Beer • Piel Bros.

Simoniz • Simoniz Company

Tang • General Foods Corporation

Dr-No • The Drackett Company

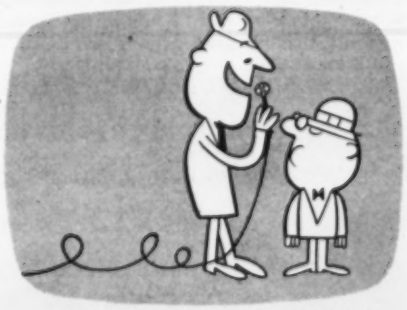


Jell-O • General Foods Corporation

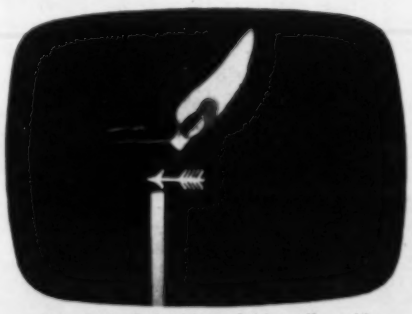
Nuggett Shoe Polish • Reckitt & Colman, Ltd.

Kaiser Foil • Kaiser Aluminum & Chemical Corporation

Kaiser Industries Corp.

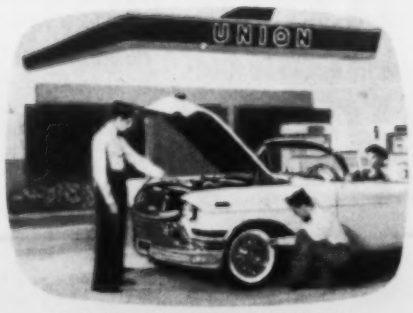


Robin Hood Oats • Robin Hood Flour Mills Limited

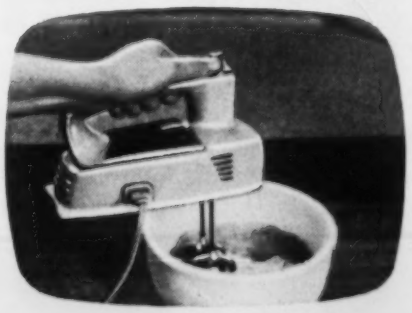


Strip—Patch—Spot • Johnson & Johnson (2 awards)

Baby Powder • Johnson & Johnson



76 Gasoline • Union Oil Company of California



Mixers • General Electric Company

AT THE MET—*Opera fan Wagner stops by the Metropolitan Opera House for a chat with mezzo-soprano Nell Rankin about a new headdress she'll wear for her role in Aida.*

Versatile Adman ... Alan Wagner

Alan Wagner who has been a "standee at the Met ever since I can remember," puts his love for opera to good use: Every Sunday morning he conducts a 90-minute radio program, "Living Opera," on WNYC, New York.

On the advertising side of his life, Mr. Wagner is manager of tv syndication and tv film and tape operations at Benton & Bowles, New York. On the opera side, he's conducted his opera program for the past two years, donating his services to the city-owned radio station.

He plays and discusses new opera recordings; interviews such top names as Risé Stevens, Richard Tucker, Lily Pons, Rudolf Bing, Robert Merrill and others; reports the current opera news, and in general takes advantage of the fact that WNYC gives him free rein to say whatever he wants "without fear or favor—that's almost better than getting paid," he says.

Besides the radio show, Mr. Wagner is a regular contributor to *Opera News* and *High Fidelity* magazine, and he and his wife, soprano Martha Dreyfus, have ghosted an opera handbook.

■ Mr. Wagner's interest in opera dates back almost to babyhood. His parents both sang; his mother, professionally. (He is not related to Richard Wagner, the composer.) After completing his master's degree in English at Columbia University by writing his thesis on Shakespeare and T. S. Eliot, he spent a season in summer stock.

Then at the age of 21 he became an assistant professor of English at Alabama State Teacher's College and head of its one-man dramatic arts department. Despite its size, the department, under Mr. Wagner's guidance, did several shows including Eliot's "Murder in the Cathedral," with which it toured the South.

■ Next came a four-year hitch in the Navy, in the course of which he wrote, directed, produced, acted in and even built the scenery for original musical reviews, as well as such well-known plays as "Detective Story" and "Our Town." During these years, he also directed, produced and narrated a weekly live drama show on radio.

One of the high points of his naval "career" was his appearance in 1956 on Ed Sullivan's annual servicemen's talent show. He entered it on a dare, won a top spot and did a "stand-up comedy routine," a kinescope of which he still keeps in his office.

When he got out of the Navy in 1957, he joined B&B as an assistant film supervisor. He assumed his present title last year. #

AT WNYC—*Opera commentator Wagner (left) records an interview with Andre Kostelanetz for the weekly Wagner radio show, "Living Opera."*

AT B&B—*Adman Wagner (center) discusses tv planning strategy at Benton & Bowles with Freddie Bartholomew (left), associate program director, and Grant Tinker, vp and director of tv programming.*

Reduces Insert Rates

The Contractor, published by Walther Publishing Associates, New York, which recorded a 24% gain in advertising volume for the first four months of 1960, has reduced its rates for inserts whereby the one-time cost of a 16-page insert has dropped from $12,000 to $3,500. Under the new rates, which were effective June 1, a one-page insert will cost $910 or the same as the previous rate. Two-page inserts will be reduced from $1,820 to $1,400, four-page inserts from $3,620 to $2,500 and eight-page inserts from $6,720 to $2,750. Publisher Herbert Walther said the new rates, while "no earth-shaking change," would "broaden the service available to advertisers."

Arizona Realtors Sell Land in Medicine Show Atmosphere

Arizona Land Corp., Phoenix, sold more than $250,000 worth of real estate during a two day festival at the Arizona State Fair Grounds, featuring bands, drum majorettes, singers, barkers and door prizes. The company offered about 70,000 acres of land for sale at discount prices, offering terms starting at $10 down and $10 a month.

Advertising began one week preceding the sale, and included radio and tv spots and both b&w and color newspaper ads. Curran Co., Phoenix, is the agency.

Chicago AMA Names Hardin

David K. Hardin, exec vp of Market Facts, has been elected president of the Chicago chapter of the American Marketing Assn. Other new officers include Joseph H. Rabin, Paper Mate Co., 1st vp; Robert D. Cunningham, Klau-Van Pietersom-Dunlap, 2nd vp; Alan A. Roberts, Western Advertising Agency, treasurer; Charlotte L. Tragnitz, A. T. Kearney & Co., recording secretary, and Seymour M. Kaplan, Acme Steel Co., corresponding secretary.

Baltimore Newspaper Names Becker General Manager

J. Stephen Becker has been named general manager of the *Baltimore News-Post* and *Sunday American*, succeeding Nelson J. Quimper, who is retiring from his posts of general manager and assistant publisher. Mr. Becker will be succeeded as business manager by Edgar J. Schnackenberg, formerly business manager of the *Pittsburgh Sun-Telegraph*.

IN 4 STATION DETROIT
*36 FIRSTS
5 SECONDS
1 THIRD
7:30 AM TO 6 PM
CALL KATZ
FIRST
OVERALL SIGN-ON TO SIGN-OFF
FIRST IN FIVE OF SIX 3-HR.
CATEGORIES · 6 AM TO MIDNIGHT
* NEILSEN APR. 1960
DETROIT
11 YEARS OF LEADERSHIP IN THE NATION'S 5th MARKET
WJBK-TV
the STORER station backed by
33 years of responsible broadcasting

PROGRESS
ROP
COLOR
MATS
(Glass-Fiber or Plastic)
Hit Your Register Marks Right on the Nose!
Superior shrinkage-resistance and superior register-preservation—resulting from our materials and meticulous workmanship—are the reasons for more and more leading R.O.P. Color advertisers sending their plates to Progress. Want more information? Phone or write now.
PROGRESS Plate Making Company
913 Filbert Street, Phila. 7 WA 2-0447
The PROGRESS · HANSON · PROGRESSIVE Group
One of America's Most Complete Graphic Arts Organizations
Philadelphia · New York · Newark · Lancaster
Wilmington · Baltimore · Washington · Richmond

it takes all six to go like the 60's. In the decade ahead GNP will soar from $486 to over $695 billion . . . and much of this expansion will stem from the new product "explosion" within the Original Equipment Market. Your company's success will depend largely on how you evaluate markets and media now. Nothing will help you to measure the potential for your product as well as an OEM PRODUCT PROFILE prepared by the Market Research Department of MACHINE DESIGN. It provides an in-depth analysis of your product in terms of the OEM. And no other magazine will help you to make the most of this potential as effectively as MACHINE DESIGN. For no matter how you measure it . . . MACHINE DESIGN offers greater value for your advertising dollar. That's why we suggest you ask your MD man for facts on all six points—editorial, readership, advertising, response, circulation and marketing help—to soar like the 60's. MACHINE DESIGN, A Penton Publication, Penton Building, Cleveland 13, Ohio.

BPA ABC MACHINE DESIGN

William S. Jack, 71, Personnel Practices Innovator, Is Dead

SAN DIEGO, June 7—William S. Jack, 71, airplane parts manufacturer whose super-benevolent employe relations practices startled the business world during World War II, died June 4 in his home at Rancho Sante Fe.

Mr. Jack and Ralph Heintz founded Jack & Heintz in 1940 to manufacture an airplane engine starter. The company's practice of giving employes huge bonuses, free vacations, free lunches and other unorthodox benefits won many friends for Mr. Jack, but the government accused the company of "war profiteering" as sales and profits continued to mount.

In 1944 the company placed ads in 60 dailies in industrial cities to tell people that the company would be "renegotiated out of business" by a war price adjustment board which claimed the government was due $7,000,000 through renegotiation of 1942 J&H contracts.

Mr. Jack maintained that his large profits were due in large measure to his benevolence to employes, which resulted in negligible absenteeism and high production quotas being met.

MARTIN E. HUBERTH

BRONXVILLE, N. Y., June 7—Martin F. Huberth, executive committee chairman and former board chairman of Hearst Corp., New York, died June 2 at Lawrence Hospital of a heart ailment. He was 85.

A close associate and advisor of the late William Randolph Hearst, Mr. Huberth had supervised the vast real estate holdings of the Hearst organization since 1920.

He resigned as board chairman, a position he had held since 1943, on May 23 due to ill health and was named executive committee chairman. He was succeeded by William Randolph Hearst Jr. At the time of his death, Mr. Huberth was a member of the executive finance, radio and television committees and a trustee of Hearst as well as president of the Hearst Foundation and International Studio Art Corp.

■ In 1938 he joined American Newspapers Inc., then the senior holding corporation of the Hearst newspaper interests, as president. In 1943, when American newspapers merged with its subsidiary, Hearst Corp., Mr. Huberth became chairman of the new company, which continued under the Hearst name.

Born in New York, he began his real estate career at 13 as an office boy for Folsom Bros., New York. In 1904, with his late brother, Harry, he founded the New York real estate company of Huberth & Huberth, which has represented the Hearst real estate interests since 1910.

He left the company in 1938 to join American Newspapers and severed his connections with the real estate company a year later.

PHILIP AND NATILE YOUNG

DETROIT, June 7—A double funeral service was held here June 7 for Philip Young, 51, associate creative director in tv and radio for Campbell-Ewald Co., and his wife, Natile, 49, who died a few hours apart May 28.

Mrs. Young died of a broken neck suffered in a fall on a stairway in their home, and was found by her husband. He suffered a heart attack and died while relating circumstances of the accident to police. #

NOW! SAVE 85¢ ON EVERY DOLLAR YOU BUDGET FOR CONTEST PRIZES!

CONTESTS UNLIMITED, INC. WRAPS UP A "PRIZE" PACKAGE AT 85% OFF LIST! OFFERS COMPLETE SERVICE FROM CONTEST IDEAS TO CONTEST COMPLETION!

Sure, it's important to line up the right prizes at the right prices for your next contest. That we do blindfolded.

But what about lining up all the details of your contest—the follow-through, if you will, that will make your contest effort more appealing, more effective, more profitable.

This we do, too, but with our eyes wide open. And we do it all:

Provide prizes ✳
Process entries
Legal approvals
Delivery of prizes
Obtain celebrities for drawing and judging winners
Original contest ideas
TV exposure

For full details on how to save time, money and your nerves, write today to:

Contests Unlimited, Inc.
Dept. 20
1780 Broadway, New York, N. Y.
PL 7-9445

✳ A partial list of brands available as prizes: Westinghouse, American Motors, Admiral, Puritan Sportswear, Eastman-Kodak, Waterman Pen, Mitchell Reels, Pan-Am Airways, Arpege by Lanvin.

James R. Adams

Allen Billingsley

AFA Elects Adams, Billingsley to Hall of Fame

NEW YORK, June 7—James R. Adams, who died in 1956 at the age of 58 and who had written some $200,000,000 worth of advertising copy, and Allen L. Billingsley, who died in 1954 at 64 years of age after seeing his agency's billings grow from about $4,000,000 to $40,000,000, were elected to the Advertising Hall of Fame here yesterday.

Announcement of the election of the onetime board chairman of

AFA Meeting

MacManus, John & Adams and the former president of Fuller & Smith & Ross came at the convention of the Advertising Federation of America.

Mr. Adams, a co-founder of MacManus, was "regarded as one of the creative greats in the field of automotive advertising and as the father of Cadillac advertising." The AFA citation said that his two books, "More Power to Advertising" and "Sparks Off My Anvil," are "still regarded as definitive studies on advertising psychology."

■ Mr. Billingsley was named to the Hall of Fame "for his great leadership and many contributions toward higher ethical standards in advertising." The only board chairman of the American Assn. of Advertising Agencies to serve three terms, he helped organize that group's committee on improvement of advertising content and served as its first chairman. The committee originated the interchange of opinion on objectionable advertising.

Started in 1949, the Advertising Hall of Fame now includes the names of 31 men and one woman.

Becton, Dickinson Will Use Consumer Media for First Time

Becton, Dickinson & Co., Rutherford, N. J., manufacturer of precision medical equipment, will take to consumer media this fall to promote its full line of fever thermometers. The campaign will kick off in October with two-color insertions in *Good Housekeeping*, *Ladies' Home Journal* and *Parents' Magazine*, backed by in-store promotional materials using a "Doubt and certainty" theme.

This is the first time Becton, Dickinson has ventured into consumer promotion, and Richard N. Shaw, sales manager, said: "It is believed that this represents the first large-scale consumer promotion of fever thermometers." L. W. Frohlich & Co., New York, is the agency.

Ad Guide Goes Japanese

A Japanese language edition of the "Advertising Management Guidebook Series," originally put out by the Assn. of National Advertisers, New York, will be published by Hakuhodo of Tokyo. The seven-volume series has been purchased by individual advertisers in 17 countries, but this is the first time the ANA has approved foreign translation of the series.

Mutual Promotes Miller

Frank Miller Jr., previously manager of programs and operations at Mutual Broadcasting System, New York, has been promoted to director of programs and operations. He fills the vacancy created when Joseph F. Keating was promoted to programs and operations vp last February.

Philly Admen Elect Tillman

Walter L. Tillman, manager of the Philadelphia edition of *TV Guide*, has been elected president of the Television & Radio Advertising Club of Philadelphia. Murray Arnold, station manager of WPEN, was elected vp.

CLEVELAND WJW TV

MORE MOVIE AUDIENCE THAN ANY OTHER STATION!

the **STORER** *station backed by 33 years of responsible broadcasting* • CALL KATZ

Bonham Urges MediaCensorship of Distasteful Ads

Miles President Tells AFA Some Competitive Copy Reflects on All Ads

NEW YORK, June 7—The president of one of the country's largest drug marketers today called upon media to exercise their own censorship to upgrade the "character" of advertising.

Lewis Bonham, president of Miles Products Inc., told a general session at the Advertising Federation of America annual

AFA Meeting

convention that any company president must be concerned with the "character" of advertising and all the media in it.

"At the risk of perhaps not agreeing wholly with [FTC] Commissioner Kintner," he commented, "except for a few courageous voices which have been raised in recent months, nothing, apparently, is being done that I can see to upgrade the character and ethics of certain distasteful and disparaging advertising. Some of the competitive claims that are being made today—and, I must say, particularly in television—are a reflection upon the media and the advertising business in general.

"It is going to take some high level action and enlightened thinking on the part of media management in the way of censorship to correct this. It seems to me that this is a primary, and urgently needed, step if the media want to continue to build the character and respectability of their properties.

Mr. Bonham said, "The big question is when will something effective and realistic be done by media to control this delinquency? Obviously, many advertisers and their agencies are not going to conform of their own volition."

■ Mandall Kaplan, vp, Kitchens of Sara Lee, told the session, "I look for three specific things in an advertising program: First of all, our advertising must be highly creative; it must express the Sara Lee premium quality story. The second question I ask about an advertising program is what is its immediate objective? And in this question the emphasis is very definitely on the word immediate. What is supposed to happen soon? The third and most important way I look at an advertising program is in terms of how it influences the consumer."

Mr. Kaplan, who saw Sara Lee volume grow from a total of $400,000 in 79¢ cakes the first year (1951) to the point where 1,000,000 cakes are now baked weekly, had some pointed comments to make about building brand images and dealing.

"If building a brand image is to be defined as that form of marketing where nothing happens and then suddenly everything happens, then I am not interested in building a brand image. If, on the other hand, building a brand image is to be defined as that form of marketing where something happens today in such a way as to cause something additional to happen tomorrow, I am for it 100%."

■ Mr. Kaplan did not speak kindly of the deals, which are

so prevalent in grocery marketing today.

"There is no need and there is no place in our business for some of the opportunistic practices that have long clouded the marketing horizon," he said. "Most dealing practices spring from the desire to buy a temporary gain from a competitor. We at Sara Lee see no need to buy such a gain. We are not building a business with something we are taking away from somebody else. We are building a whole new area of sales, based on the decision of the consumer to buy the very best food products obtainable."

Mr. Kaplan said the 79¢ introductory price of Sara Lee all-butter coffee cake was considered an "unheard of price" in 1951. But it is still sold at the same price, despite increases by other bakers, thanks to increased volume and production efficiencies, and "many consumers who used to think our prices were too high now tell us what a great bargain Sara Lee cakes are," he said.

▪ Formation of a new AFA sixth district was announced today, covering Indiana, Michigan and Illinois. William Over, of the *Indianapolis Times*, was elected governor. Lieutenant governors are W. D. Moore, Chrysler Corp.; Reid G. Chapman, WANE and WANE-TV, and Frank Baker, Grant, Schwenk & Baker. The secretary is Arthur V. Crary, Advocate Publishing Co., and the treasurer, Katie Fitzsimmons, of McCann-Erickson. #

Display Industry Forms National Display Guild

National Display Guild, a not-for-profit organization to promote professional installation and merchandising at the point of sale, has been formed with offices at 5412 N. Clark St., Chicago. John E. Sanders is executive secretary. The guild stems from a non-inflationary contract between Local 41 of the Window Trimmers & Displaymen's Union and employers.

Purpose of the guild, Mr. Sanders said, is to develop and improve the display business and to extend the professional and social interchange among people engaged in the profession toward higher standards of craftsmanship.

Chase Joins Ethiopian Line

Roger Chase Jr., formerly regional sales director for the Middle and Far East for Trans World Airlines, has been appointed general sales manager of Ethiopian Airlines, with headquarters in Addis Ababa. Mr. Chase will be in charge of all Ethiopian Airlines advertising.

Borden Names Thompson

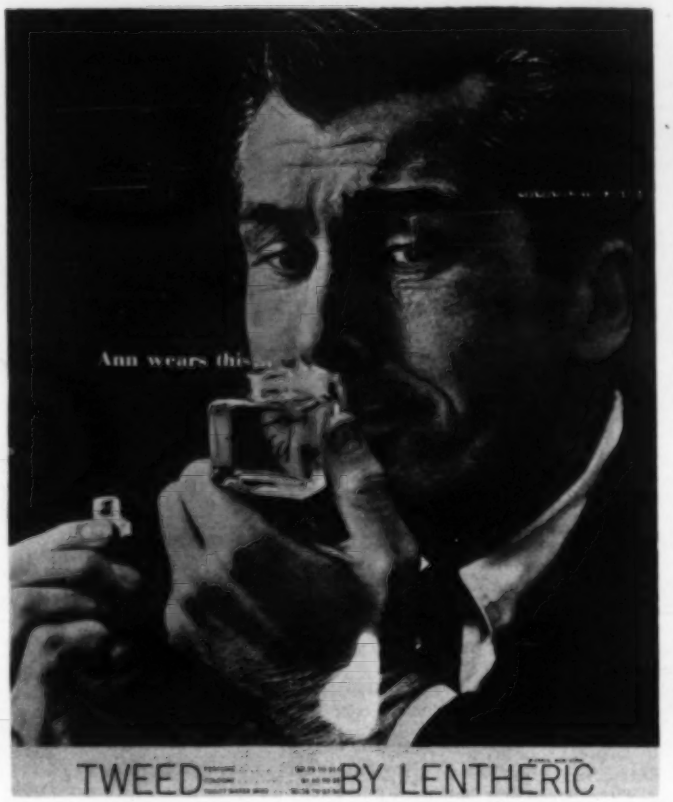
Sam D. Thompson, formerly vp and director of trade and industry relations of the Borden Foods Co. division, has been appointed director of trade and consumer relations of the entire Borden Co., New York, a new position. He has been with Borden since 1929.

Otto Adds Miller, Alexander

Charles F. Miller, formerly with Roy S. Durstine Inc. and G. M. Basford Co., has joined Robert Otto & Co., New York, as an art director. Otto also has named Arthur A. Alexander Jr. to its media department. Mr. Alexander recently returned from a year in Spain.

Pittsburgh Agency Moves

Advertising & Public Relations Consultants Inc. has moved to new offices in the Carlton House, Pittsburgh.



YEAR-ROUND—*In its first year-round campaign, Lentheric is running a monthly series of color pages like this one in Glamour, Harper's Bazaar, Mademoiselle, New York Times Magazine, Seventeen, The New Yorker, and Vogue. Each ad pictures a man reminiscently sniffing a bottle of Tweed.*

Lentheric Marks 75th Anniversary With Its First Year 'Round Ad Drive

NEW YORK, June 7—Lentheric, 75 years young this year, is celebrating its diamond jubilee as a fragrance house with a new line of bath products, a new agency, and its first year-round campaign.

Last year was the year of hair coloring; this year will be the year of bath products, the company believes. With people living longer and wanting to look younger—and having the money to spend on such a quest—the company decided it was simple logic for a fragrance house to bring out a line of bath oils and accessories designed "to return moisture to dry-cleaned skin."

▪ Response to Lentheric's Bain d'Or line of "bath requisites" this spring has proven the accuracy of such calculations. The company has even been surprised to find stores setting up special displays without urging from the company. As a result, Lentheric is adding an after bath freshener and bath powder to the line this summer. Introductory ad for these two products is running in the June *Vogue* and July *Harper's Bazaar*.

The agency handling the Bain d'Or campaign and all other Lentheric advertising is Altman-Stoller, New York, chosen last fall (AA, Oct. 26, '59) for its fashion background and for its belief that you can't research the emotions of a woman—you either understand her or you don't; you either know how to talk to her in an intimate way or you don't.

▪ The third innovation of the year is Lentheric's first year-round campaign. Although fragrance sales are heaviest during the holidays, Lentheric has decided that a company really loses out by advertising only at Christmas. There are so many ads running then, Lentheric figures, that a company must insure quick identity for it-

CURRENT—*Typical of Lentheric ad program today is this Bain d'Or ad which ran this year.*

How to influence management decisions...

Dominant, continuous advertising to management in DUN'S REVIEW and Modern Industry is the effective . . . selective . . . economical way to influence business decisions. Here your dollars buy frequent, impressive advertising which is read by important executives when they are thinking about business and most responsive to business advertising. And this advertising reaches men your salesmen often can't.

This is the reason advertisers are placing more pages in DUN'S REVIEW, the business management magazine. They have found it the place to influence the decisions of men who have the authority and interest to act.

The following facts show clearly how DUN'S REVIEW and Modern Industry can help your advertising dollars work harder by providing concentration and dominance on the major decision-makers at the heart of America's industrial and business market.

1. THE RIGHT EDITORIAL ATMOSPHERE

Business advertising has the best chance of being seen and acted upon when prospects are reading and thinking about business.

DUN'S REVIEW stimulates reader interest in modernization and improvement in all phases of business operation: executive methods, production, product development, marketing, employer relations, finance, business conditions, and government policy. Authority of editorial coverage establishes a highly receptive atmosphere for product and corporate advertising.

2. READERSHIP AMONG THE RIGHT PEOPLE

The circulation of DUN'S REVIEW represents an unmatched audience for those who sell products or services to business and industry.

- Over 50,000 readers are Presidents.
- Over 84,000 readers are in top management.
- Almost three-quarters of the readers have the title of General Manager or higher.
- Paid circulation is 117,500.
- Pass-along readership boosts total audience to 300,000.

3. READERSHIP IN THE RIGHT PLACES

DUN'S REVIEW concentrates advertising on your best prospects.

- 55 per cent of the readers are in Manufacturing or other Industry.
- 39 per cent are in Distribution, Finance, and Service.
- Over half of the companies reached do $1,000,000 or more in sales annually.
- Circulation includes eight out of every ten manufacturers worth $1,000,000 or more.

4. THE RIGHT PROGRAM COSTS

Management advertising in DUN'S REVIEW logically extends and complements sound trade paper advertising. Yet, while adding important management coverage, it costs little more than advertising in any good trade paper.

DUN'S REVIEW also provides economical coverage of top management without the prohibitive cost of broad circulation newsweeklies. Management advertising is strictly on its target in the pages of DUN'S REVIEW.

Impressive advertising programs are possible in DUN'S REVIEW. And these programs get results . . . economically.

5. THE RIGHT VALUES FOR CORPORATE-FINANCIAL ADVERTISING

DUN'S REVIEW readers have an average income of $27,015 placing them among the very best prospects for personal investment. 75 per cent of the magazine's readers own stocks and/or bonds.

Corporate pension plans are accumulating potential investment money in the "billions" every year. 42 per cent of the companies reached by DUN'S REVIEW have pension plans whose funds represent a major reservoir of investment dollars. 63 per cent of the readers have a voice in company investment policy.

Institutions represent a major investment factor. 45 per cent of DUN'S REVIEW readers are members of the governing bodies of schools, hospitals, churches, or community government.

Banks, Finance, and Insurance companies are prime objectives for the Corporate-Financial advertiser. Over 8,800 DUN'S REVIEW readers are key management people in these firms.

To influence a business decision tell the decision-makers who read

DUN'S REVIEW
AND MODERN INDUSTRY

The magazine of Presidents
...and men who are going to be!

AUDITED PAID CIRCULATION ABC

self with a year-round campaign.

The three big months for fragrance sales are May, November and December, the company reports. Spring and summer sales are good, with women finding the use of fragrance refreshing and cooling. Sales then pick up with back-to-school buying, and continue into the fall when women are shopping the new fashions and spending money on themselves again. Sales then peak out during the holiday buying spree.

■ Lentheric always has a special promotion for its Red Lilac fragrance in the spring, as it has found that women get in a spring mood and will switch to a floral fragrance then, although they will not do so during the rest of the year. After its seasonal push, Red Lilac is then removed from the market until the next spring.

Over its 75 years, Lentheric has watched the perfume industry prove a number of advertising axioms. Such as: The failure of a fine fragrance can usually be traced to lack of good advertising; and conversely, the success of a fine fragrance can usually be credited to good "big" advertising.

■ The industry has also found that a perfume house can't promote too many fragrances at once. The successful houses have each taken one big perfume and put most of their promotion behind it, Lentheric notes, rather than distributing their marketing dollars among all the fragrances in a line.

Nowadays it can take anywhere from two to ten years to develop a fine new fragrance. After the initial acceptance and success period, most fragrances have a life of ups and downs depending upon the type of fragrance in current vogue and feminine whim.

A major way of perpetuating the life of a fragrance is the continual introduction of product variations

ANTE-BELLUM—*In 1913, testimonial ads like this marked Lentheric's advertising in France. Mlle. Brigitte Regent writes, under her picture, that she uses Lentheric perfumes only.*

—bringing out the fragrance in new forms, such as colognes, bath powders, sachets, pursers, aerosols, etc. The introduction of aerosols gave the industry one of its greatest boosts, Lentheric believes, because it encouraged many women to use perfumes for the first time.

■ Colognes are still the top sellers, as every perfumer knows, but the aerosols are a rapidly growing second. Bath powders rank third—and as every perfumer laments, no American perfume house makes its money from perfume.

Perfumes have been very static for the past ten years, but the metered aerosol packages for perfume have perked up perfume sales considerably. (American women's preference for cologne is in direct contrast to those of French women who are much too economical to buy their fragrance in any other way than the concentrated perfume.)

Lentheric's favorite example of a perennial fragrance is Tweed, which it introduced in 1934 and which still "outsells all other fragrances" and is available in 15-20 forms. Tweed was the turning point in American women's fragrance lives, because it was the first woodsey fragrance—not musky and sensuous—and the first perfume not to have a sex connotation.

■ Lentheric started out in 1885 when Monsieur Guillaume Lentheric opened an elegant salon in Paris. Perfume selling was a different story in those days: Each customer got her own exclusive, especially blended perfume. The perfume salon was a social gathering place, and many customers thought it was a great honor to work there and donate their remuneration to charity.

Perfume names were different too: The turn of the century knew such names as Royal Caprice, Ambre Mousse and even Parfum Halley named after the comet.

Lentheric perfumes were first sold in America in 1902 on special order. In 1928, the Parisian company was bought by E. R. Squibb & Co. and the first American Lentheric perfume salon was opened in the Savoy Plaza Hotel, catering almost exclusively to international society.

TRIUMPH OF TRUTH—*That Lentheric has been a consistent advertiser is shown by this ad, which ran in the 1880s when the perfumer was founded. The ad tells a fanciful little story in picture and text. Beauty, pursued by Love, tries to find refuge at the house of her sister, Modesty, but doesn't find her home. So she goes to the house of Truth, who is lying about au naturel and enjoying her perfumes. Truth offers Beauty the run of her Lentheric perfumes, with which she can bring Love to heel.*

■ In 1948, Squibb opened a larger salon on Fifth Ave. and slowly began expanding distribution to include leading department stores. Four years later, Squibb was purchased by Mathieson Chemical Co. and two years after that, Mathieson merged with Olin Industries to become the Olin-Mathieson Chemical Corp.

At that point Lentheric began applying drug merchandising techniques to perfume in keeping with the parent company's marketing strategies. The company began expanding distribution in all directions, and the marketing philosophy departed from the line of exclusivity and French heritage. Less support was given department stores—fewer demonstrators, displays, etc.—and department stores in turn quickly lost interest in Lentheric.

In 1956, Helene Curtis Industries purchased Lentheric and began re-establishing the company's original ideals. Emphasis was once more placed on marketing through department stores and fine drug and chain stores—and the big aim today is to recreate "an aura of exclusivity" for the name.

■ Lentheric has reinstated its store training personnel and its store demonstrators, and is continually planning with stores for special promotions, displays, local ads under the store names, etc.

Lentheric is now operating under the belief that a perfume loses its appeal if a woman sees it everywhere, if it's "too mass." Fragrance can't survive without the department store, the company is now convinced. Although women may frequently buy their fragrance at the handy neighborhood drug store, they still want to see it in the department store. As for men, they go to the department store to buy perfume, and if they can't find a particular perfume there, they don't buy it anywhere. #

Solid People

Real Estate advertising attracts substantial investors. The Mirror is second in all Real Estate among New York's seven dailies — and first in New Homes advertising.

Make The Mirror a MUST!

INVITE—*This ad was run in 1928 after Squibb bought Lentheric and announced the opening of the first American Lentheric perfume salon in the Savoy Plaza.*

"14 TESTED WAYS TO BUILD SALES AND CUT SALES COST"

1 Get your product into original specifications.
2 Build a cream prospect list for salesmen.
3 Save salesmen's time for selling.
4 Close orders before competition develops.
5 Make your sales story easy to grasp and remember.
6 Reach key buying influences with your story.
7 Inject your product into more buying conversations.
8 Lead dealer salesmen to favor your product.
9 Be recommended by salesmen selling related products.
10 Funnel demand to standard sizes and styles.
11 Sell related equipment with primary purchase.
12 Make it easy for prospects to sell themselves.
13 Inspire confidence in your salesmen.
14 Keep your product sold by assuring proper use.

All of these things can be done by a single Perrygraf Slide-Chart. Thousands can be put to work for the price of a trade paper advertisement. Complete design and manufacture will be done for you by Perrygraf Corporation. SEND FOR FREE BOOKLET TODAY.

product facts at the fingertips

PERRYGRAF slide-charts

150-J S. Barrington Ave., Los Angeles 49, California
1500-J Madison St., Maywood, Illinois

CALENDARED MOMENTS—*The '30s saw Lentheric using highly styled ads like this for its perfumes.*

Grow with OKLAHOMA!

THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

Oklahoma Report

Oklahoma City | No. 5 | June 1960

32% POPULATION GAIN

Preliminary census reports placed Oklahoma City's 1960 population at 321,610, an increase of 32% over 1950. Proportionate growth of surrounding suburbs boosted the unofficial 1960 population of the Oklahoma City Metropolitan Area to 483.937.

ALL TIME HIGH IN HOME BUILDING

Oklahoma City set a new record in home building during April. Permits issued during that month totaled $4,244,700. Previous high month was $3,802,550.

COMMERCIAL CONSTRUCTION UP

Commercial construction for the first four months of 1960 totaled $24,867,000 compared with $22,076,000 during the same period in 1959. Among more than a score of new business projects started in April were a new S. H. Kress Company store, a shopping center, a telephone exchange building and a warehouse. Construction on Oklahoma City's new multi-million dollar Post Office, covering two city blocks and embodying all the latest electronic and labor-saving devices, will be started this fall.

"DYNAMIC OKLAHOMA"

With a full analytical presentation covering the vital factors affecting Oklahoma's zooming metropolitan growth and industrial potential, a special "Dynamic Oklahoma" edition of The Sunday Oklahoman will be published August 28, 1960. Ask your Katz man for the details about this most complete roundup of information about Oklahoma -- past, present and future.

BETTER MEALS BUILD BETTER FAMILIES

The Newspaper Industry's second major promotion of 1960 under the Total Selling program, the "Better Meals Build Better Families" promotion -- the largest promotion ever conducted by an advertising medium -- will be staged by the Oklahoman and Times in cooperation with the entire Food Industry.

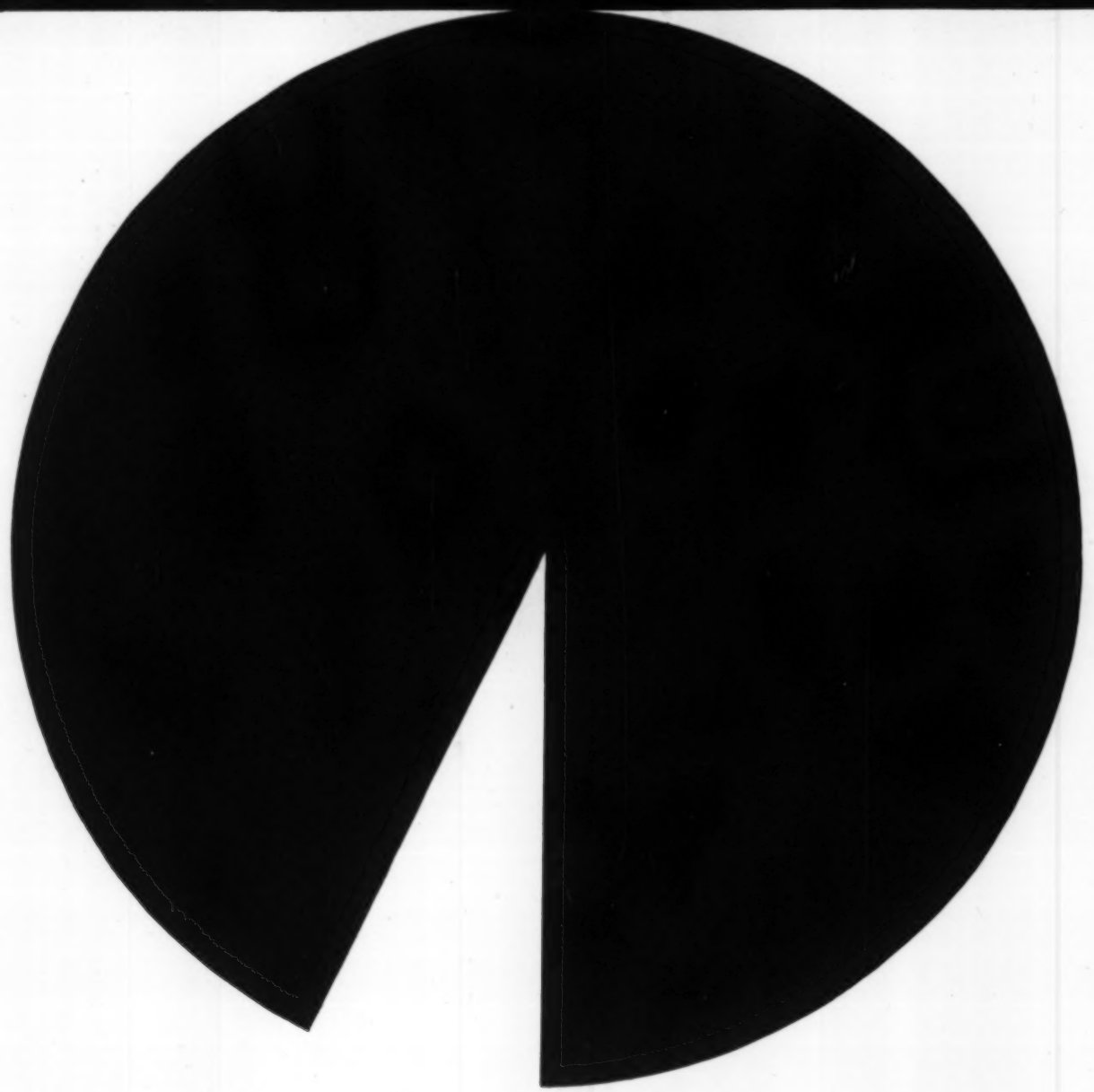
Scheduled in Oklahoma by the Oklahoman and Times for September 12-24, the promotion is planned to benefit all segments of the Food Industry. All levels of the Food Trade in the Oklahoma market gave the 1959 program unanimous endorsement, foretelling an even greater success this year.

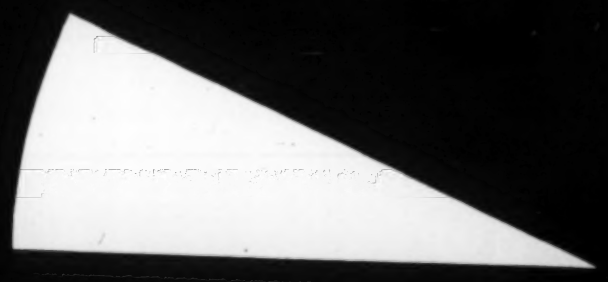
EFFECTIVE ADVERTISING COVERAGE

Combined circulation of the Daily Oklahoman and Oklahoma City Times covers more than one out of every two households in a 58-county area of Oklahoma. This rich market accounts for 67.6% of the state's total retail sales. Heart of this market is the Oklahoma City Metropolitan Area, itself the 46th ranking market in the nation in retail sales. (SRDS Market Data.)

FARM PICTURE BRIGHT

Oklahoma farmers have started harvesting their 1960 wheat crop which, government experts estimate, will be the fourth largest crop of all time.





If you sell to industry, the top 18,770 firms are worth more than all the rest combined.

331,000 companies comprise the manufacturing industry. But the top 18,770 firms employing 100 or more people account for more than three-quarters of all value added by manufacture.

of the 4,589,200 business firms in the U.S. In sales potential they represent the concentrated core of the entire industrial market.

Industrial advertisers agree: It's not the size of your audience that counts; it's how much they buy.

Because Fortune goes where sales come big, Fortune gets results.

FORTUNE
The Magazine of Management

For Mid-America Advertisers . . .

BUY **This Day**

The COLORful family magazine of The Lutheran Church -Missouri Synod.

GREATER ACCEPTANCE

This Day is read thoroughly and with believability and confidence. Surveys reveal that 52.2% of the subscribers spend 2 to 3 hours reading This Day!

CONCENTRATED MID-WEST MARKET

Total paid circulation more than 105,000. More than 62,000 subscribers in these eight states:

Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, Wisconsin

LOW COST

Full page only $360 (12 ti. rate)

COLOR IMPACT

Print in four colors . . . full range! Beautiful, full-color illustrated editorial content. Published monthly.

This Day Concordia Publishing House
3558 S. Jefferson Avenue
St. Louis 18, Missouri

Illinois Tollway Reports It's Off to Good Start via Ads

HINSDALE, ILL., June 7—The three-year, $500,000 program of advertising and traffic promotion for the Illinois Tollway "has been extremely beneficial and productive in achieving its goal of accelerating the normal rate of traffic growth," according to Quentin M. Lambert, its director of public relations.

The tollway, operated by the Illinois State Toll Highway Commission, was the first major toll highway to use an intensive and continuing ad program.

Caples Co., Chicago, is the agency.

As a motivating appeal in the three-year program, it was decided that time-saving was not as strong as "freedom from tension," which became the predominant advertising theme, always in close association with "safe, fast, comfortable, convenient."

The program (AA, Aug. 18, '58) was scheduled in three phases —the first, in 1958, covering the openings of various sections of the tollway, with an estimated expenditure of $125,000. Phase 2, in 1959, called for a peak ad effort and $275,000. This year, the final phase, will cost an estimated $100,000.

■ In the first phase, large newspaper ads in dailies and weeklies and a saturation program of radio spot announcements were used to call attention to the tollway and familiarize people with how to use it.

An identification symbol, the Scotch lassie "Mary McToll," was created. Various musical versions of Loch Lomond, paraphrased to "Ye take the highway and I'll take the tollway and I'll be there safely before ye," were used repetitively on the radio.

During the second phase, the use of large space ads in conjunction with radio spots was continued in the early part of 1959. Special effort was devoted to attracting traffic on holiday weekends and, in general, the program was keyed to obtaining greater percentages of peak traffic movements.

The size of the ads was later reduced to permit much greater frequency of insertion and repetition. They promoted map requests, and Mr. Lambert notes that the response was tremendous, with more than 11,000,000 printed impressions of the map having been produced and distributed since 1958.

■ In June, 1959, a 13-week program of tv spots was inaugurated. The tollway's own advertising effort received considerable assistance from the promotion of others, which included Standard Oil Co. (Indiana) and Arlington Park, Washington Park and Aurora Downs racetracks, which found it advantageous to feature the tollway in radio, newspaper and tv coverage.

Others, including real estate agencies, banks, savings and loan associations, shopping centers and manufacturers, also discovered that existence of the tollway enlarged their market areas and began to promote it.

■ There has been some criticism in the press about the fact that the only outdoor signs along the tollway, aside from traffic signs, give directions to the racetracks. Mr. Lambert told ADVERTISING AGE that these signs are only to "facilitate traffic," since the volume of traffic going to the racetracks is so great.

This year the commission plans to devote its advertising message to promoting three classes of traffic which tend to level out the over-all seasonal aspects of tollway traffic. Radio and small-space newspaper ads will be used and, with the advertising budget less than half that of last year, major effort will be concentrated in the period between now and Labor Day.

Major attention will be devoted to commercial traffic, commuter traffic and interurban traffic.

■ Although it is not possible directly to measure the effectiveness of the advertising effort, an indication as to the extent to which the rate of growth was stimulated can be derived by comparing tollway experience with that of other comparable toll roads in their first years of operation. None of the other roads, however, carried on large scale and continuing advertising programs.

The commission did a comparative study in connection with the New Jersey Turnpike. Mr. Lambert said:

"Using the average of February-

This new National Yellow Pages Service lets us buy any combination of local markets—with just one contract!

TELL ME MORE!

Media Man: Well, it's a completely new advertising service.

ACCT. SUPV. What's so new about it?

Media Man: Cuts all the red tape. Now we can place selling advertising in over 4,000 Yellow Pages directories all over the country through a single office—with *one* contract.

ACCT. SUPV. And we can put real sell in them?

Media Man: Sure. Tie right in with our national campaign. Get to the "Ready-to-Buys"—the people who are about to purchase a product like ours. Tell them *why* to buy as well as *where*.

ACCT. SUPV. But what about our tricky selected markets?

Media Man: That's just it. We can buy any combination of Yellow Pages directories to match our geographical marketing pattern.

ACCT. SUPV. And how do we get billed?

Media Man: Just one bill—monthly.

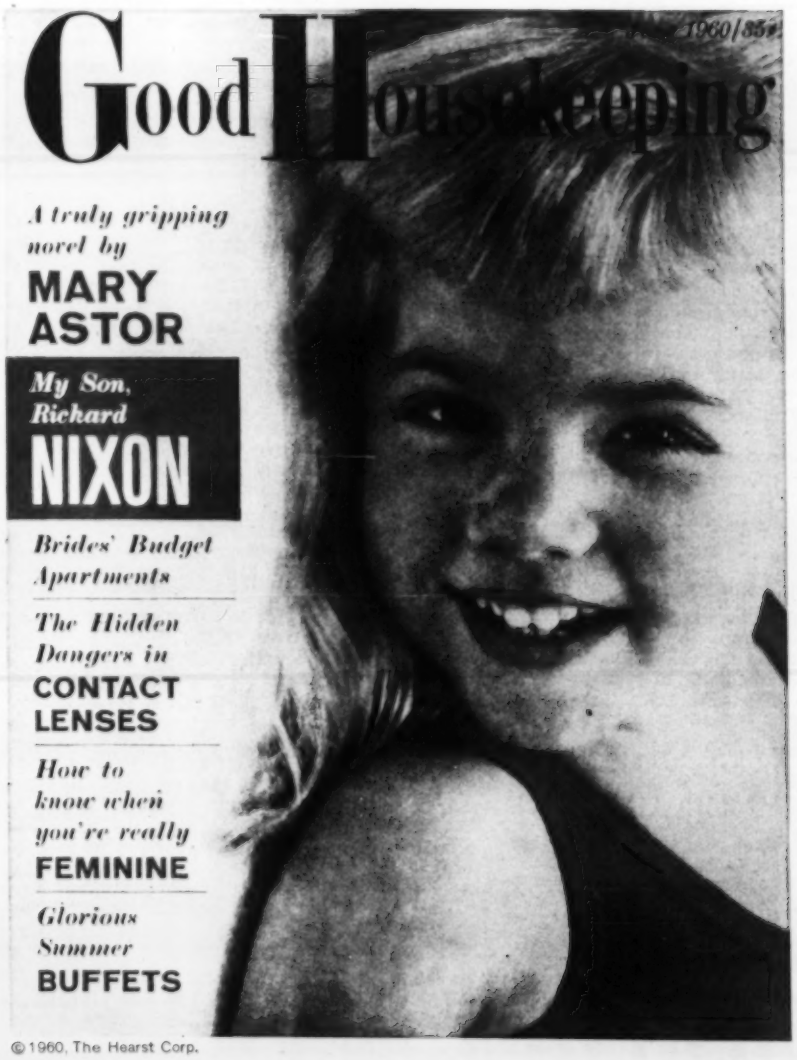
ACCT. SUPV. One thing more—what about commission?

Media Man: Positively!

ACCT. SUPV. I'm convinced. Let's put it in the works!

NEW NATIONAL YELLOW PAGES SERVICE

ONE CONTACT / ONE CONTRACT / ONE MONTHLY BILL



©1960, The Hearst Corp.

As it has for each of the past 37 years, Good Housekeeping continues to lead its field. In the first six months of 1960 this magazine remains

FIRST CHOICE

*...in advertising pages**
*...in number of advertisers**
...in retailer acceptance†
...in consumer influence††

This record is the reward of an editorial product created for women who *care*. Our readers care deeply—about their homes, their families, themselves. They respond to the integrity they find on every page, both editorial and advertising, of this unique magazine. Because they respond, more advertisers continue to buy more pages in Good Housekeeping than in any other women's magazine published.

Good Housekeeping
MAGAZINE AND INSTITUTE

Guaranteed by Good Housekeeping

...because nothing persuades like the truth

*PIB plus hand-count of June issues
†Advertising Checking Bureau, Inc.
††Crossley, S-D Surveys, Inc.

March revenue, first year's operation, as an index of 100—because February was New Jersey's first full month of operation—the Illinois Tollway moved to a peak of 254 in August as compared to 179 for New Jersey, declining to 163 in December as compared to 121 for New Jersey.

"Studies were also made of the first year's operation of Indiana, Massachusetts, Connecticut and Ohio. Using the average of January and February revenues as an index of 100, the tollway—in its first year of operation—moved to a peak of 308 in August, declining to 198 in December. On the same basis, Ohio in 1956 increased to 243% of its base in August, declined to 150 in December; Indiana, 307 peak, 158 December, and Connecticut, 225 and 141.

■ "In each case of comparison, the Illinois Tollway's seasonal peak was greater, and the decline toward the end of the year much less." #

Guild Blasts 'Irritation' Ads at AFA Meeting

Agency Head Cites Irksome Interruptions, Content, Repetition

NEW YORK, June 8—Walter Guild, president of Guild, Bascom & Bonfigli, lashed out at self-medication advertising and much cigaret advertising on television in a speech today before the Advertising Federation of America convention here.

Mr. Guild warned that continued widespread use of the irritation technique in tv advertising could bring on government regulation of all advertising.

He accused tv advertisers of irritating viewers in three ways: (1) By interruption irritation, (2) irritation of content and (3) irritation by repetition. He singled

AFA Meeting

out drugs and, to a lesser degree, cigarets as the principal offenders.

"There is bound to be a little irritation in any television commercial," the West Coast agency man said. "But in the interest of self preservation, we cannot continue to have television commercials that most people find irritating most of the time."

■ Mr. Guild appealed to copywriters and "their sidekicks, the tv producers, directors and talent snatchers," to use their influence to help cure tv's triple irritation. This is how Mr. Guild described the tripartite ailment:

"Certain types of commercials interrupt the murder just at the point where the victim is being bumped off. Certain types of commercials interrupt just at the point of seduction. Viewers experience no particular irritation at good commercials coming in at logical places in situation comedy shows, public service shows, or dramatic shows which are non-violent.

"Interruption irritation occurs when they are offered 'a word from our sponsor' while murder is actually being committed on the tv screen . . . [yet] seven nights a week, several times a night, this kind of romp and stomp program is interrupted by advertisers, and usually at the very spot when interest is highest.

"And even if the commercials were masterpieces of interest, entertainment and information, they would be resented," he said.

"Now my suggestion to the creative people—the poor copywriter—is simply that he should make a strong pitch that when a fine piece of copy is written for television it be given a chance to be seen and heard in a favorable environment—a good climate.

■ "Certainly commercial interruption of tense and violent television programs does not provide a favorable climate for commercials, if for no other reason than that the viewer is not in a favorable mood to receive the commercial message.

"Creative people may not be able to change this situation immediately, but they can at least protest. They can at least recognize that the climate factor is a controllable factor, and, in their own self interest, attempt to secure favorable environment for their creative efforts," he said.

"I believe the trend is in this direction. I read in the trade press the other day that few of the new tv westerns are finding sponsors for this fall," he continued.

Mr. Guild singled out the content irritant as the most important, and he made mention of "the self-medication industry, the fast relief industry" as a prime offender.

■ "I'm sure it has been thoroughly researched, but why is the fast relief so necessary?" he asked. "I would think that anybody who would need relief as fast as these boys advertise would be too sick to watch television, or vice versa. The deadly sameness of these commercials, their emphasis on our innards and the derogatory, if not defamatory, statements regarding the horrible side effects of the competitors' pills are probably a prime cause of tv viewer irritation.

"These are good products, and they perform a service. But the way they are being advertised is definitely damaging to advertising as a whole. Copywriters who voluntarily write this kind of commercial should make an attempt to do better. Copywriters who write these commercials under compulsion should rebel," he said.

Mr. Guild said the cigaret industry has been "going along very much the same path of consumer irritation" for a long time, with all the boys getting on the same kick and working the same phrases, the same tired claims, over and over again. Here he noted some signs of improvement toward a more creative approach, but he said "there still is an over abundance of very irritating cigaret advertising on the television screen."

■ Apropos of the third irritation, that of repetition, the agency executive had this to say:

"This idea of taking a single commercial and repeating it over and over and over again has never made the slightest sense to me. Agencies which seldom, if ever, repeat a color page in *Life* seem to feel there is something magical in having television viewers watch the same commercial week after week. The defense for repeating commercials is the high cost of commercial production.

"I don't know the cost of commercial production or print production in most agencies, but I do know what it is in ours. For producing a four-color page for *Life* our production costs have averaged 13% of space. For one of our network shows last year, in which we did 39 different sets of commercials, our production cost, as compared with time and talent, was 6%.

■ "No one likes to see the same tired commercial over and over and over again. Twice isn't too bad. Three times you can stand. Four times begins to be irksome. But 20 times, 30 times, 40 times becomes unbearable.

"So what can the poor copywriter do about repetition? Let's face it. Where there is less repetition, you need more copywriters. The poor copywriter should insist that while his gem is a gem, the fire fades after the 40th repeat. Being non-union, you guys should fight automation," Mr. Guild said.

Mr. Guild pointed out that defenders of the irritation school of advertising insist that it sells; but he maintained that such an appeal "is addressed to boobs, and this country is not mostly made up of boobs." Rather than employ the irritation technique, he suggested that advertisers take advantage of the commercial expectancy element and give the people the kind of commercial that is worth waiting for. #

MEMORABLE DAYS AT THE VALLEY BANK

The day a Valley Bank teller forgot to say "Thank you!" to a customer!

THE DAY THAT—*Readers of The New Yorker will recognize this Gluyas Williams-type cartoon, used as an ad for Valley National Bank, Phoenix. The bank has been doing a series of take-offs on well-known ad themes, such as the Marlboro man tattoo, "A Thinking Man's Bank" and "What Do Doctor's Do?"*

Whiz Bows in Two Cities

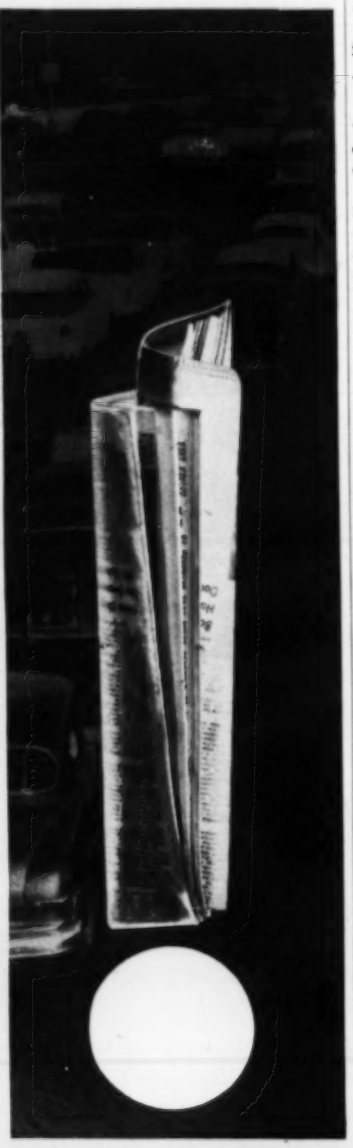
Whiz, a 16-ounce 59¢ chocolate syrup packaged in a push-button dispenser for instant release and automatic mixing is being introduced in Jacksonville and Cleveland by Continental Enterprises Inc., Jacksonville. The test markets advertising includes newspapers and television running through July 30. National advertising is planned for the fall, according to the company. Smith/Greenland Co., New York, is the agency.

MCA-TV Names Golden VP

Hal Golden, formerly supervisor of station sales in the Chicago office of MCA-TV, tv film distributor, has been promoted to the new post of vp and director of sales. He will make his headquarters in New York.

Stoops Joins Hayden

Wayne Stoops has been appointed salesman in the Los Angeles office of Hayden Publishing Co. He formerly was manager of the San Francisco office of Simpson-Reilly, publishers' representative.



234,333
YOU CAN'T IGNORE

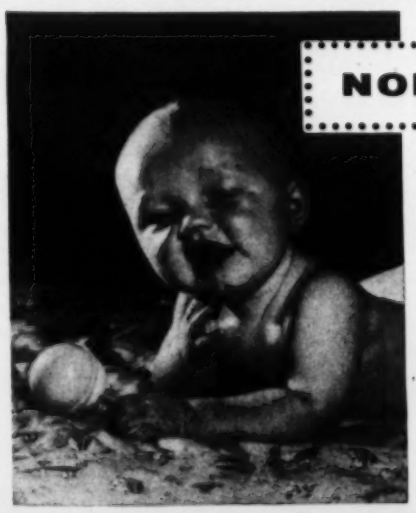
. . . or else you'll miss the many potential customers from the metropolitan area alone who read The Detroit Times, and your ads, exclusively (130,889 more than Detroit's morning paper*). Another fact you can't ignore: 83% of Times metropolitan-area readers get home delivery. To talk to Detroit, pay heed to the Times.

*Detroit News 5th Quinquennial Survey

KEEP YOUR EYE ON THE TIMES

Detroit Times

Represented nationally by
HEARST ADVERTISING SERVICE INC



NONSENSE!

There's nothing better than the work you get when you

USE THE SERVICES OF

CENTURY

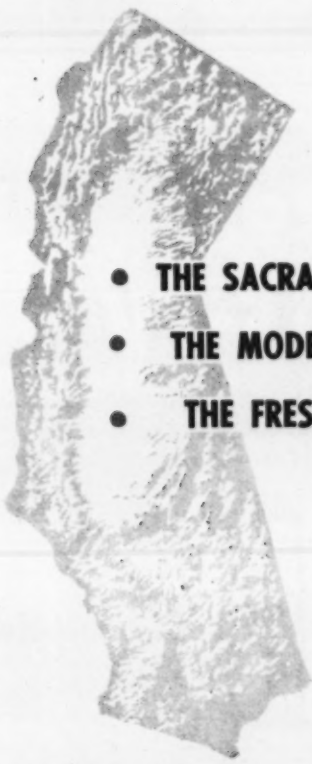
ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B&W and Color Proofing
Duplicate Photoengravings

160 East Illinois Street, Chicago 11 • DElaware 7-1541

Something Missing

... like California without the Billion-Dollar Valley of the Bees



- THE SACRAMENTO BEE
- THE MODESTO BEE
- THE FRESNO BEE

- **Actually, total effective buying income of more than $3 billion**
- **Greater automotive sales than each of 21 states**
- **Not covered by San Francisco and Los Angeles newspapers**

If your print selling messages hit only the Coast spots in California, you're really missing *inland* treasure. East of the Coast Range lies our great Central Valley . . . a beehive of industry, retail sales, and agricultural income-producing activities.

And you can't cover the Central Valley with any Coast newspapers. You need The Bees.

Data source: Sales Management's 1959 copyrighted survey

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

McClatchy gives national advertisers three types of discounts . . . **bulk, frequency** and a combined **bulk-frequency.** Check O'Mara & Ormsbee for details.

AFA Unveils 'Truth Book' Gauge for Ads

(Continued from Page 1)

advertising review boards. While not all-inclusive, its chief virtue is that it spells out tests which can be applied to questionable advertising.

■ Advertising Age here presents several major excerpts from the "Truth Book":

"Definition of false and deceptive advertising:

"To define 'false and deceptive advertising' is not simple. By its very nature, it is a loose concept, expanding and contracting according to the current philosophy of control and the nature of the advertising in question.

"It has been judicially defined as 'advertising which is misleading in a material aspect.' This simple definition carries within it a vast storehouse of ambiguity. Many advertising claims are matters of degree, and the line between the honest and dishonest advertisement may sometimes be a thin one.

"As the U.S. Supreme Court has said, the development of this concept or definition has been 'a gradual process of judicial inclusive and exclusion.' It continues so.

"The Federal Trade Commission Act of 1914 itself (important as it is to this subject) did not even contain the word 'advertising.' Later amendments also failed to mention it, including advertising by implication within the general expression 'unfair or deceptive acts or practices.' The definition of 'false advertisement' in this legislation is limited to food, drug and cosmetics advertising, and even this falls back on the description of advertising 'which is misleading in a material respect.'

■ "A meaningful and positive enlargement upon this basic definition has recently come from the Assn. of National Advertisers. Approaching the problem from the point of view of 'what is an honest advertisement?,' the ANA, through its general counsel, observes:

" 'An advertisement is honest when objective facts which bear upon the product or service advertised fulfill in all material respects the understanding regarding them that is generated in people by the advertisement when observed in the way or ways that they normally perceive it.'

"There has accumulated over the years considerable case law which may be summed up by saying that whether an advertisement is deceptive depends upon 'the net impression which the advertisement is likely to make upon the general populace.'

"It is said that 'the law . . . is made for the public—that vast multitude which includes the ignorant, the unthinking and the credulous, who in making purchases do not stop to analyze, but are governed by appearance and general impressions.'

"We must always bear in mind that *caveat emptor* has long since given way to *caveat venditor*. Advertising must be analyzed from the point of view of its impact on the public, the customer, the prospect, the market.

■ "A firm, all-encompassing definition is not really necessary. It could only involve broad concepts which, to the miscreant in search of an excuse, would give some hope of success. Rules and definitions are all very well, but the true self regulation stems from the spirit and intent with which the advertising planner or writer approaches his chore.

"Truthful advertising is not a matter of technical and legal rules. Rather, it is a matter of philosophy and intent. You cannot legislate business morality any more than personal ethics. The honest seafarer needs no chart. He need only keep his eye on the star of truth.

"However bromidic this may sound, it is true.

"It has been suggested that an advertiser, judging the honesty of his sales message, need only ask himself a few direct questions:

- "Is it really honest?
- "Is it clear to the people who hear or look at it?
- "Can I prove all this?
- "Would I approve if my competitor used this copy?
- "Is this straight talk?
- "Would I want my wife to spend my money because of this ad?
- "Have I cut out all weaseling?

■ "If the answer to all of these pointed questions can be a strong yes, then you can be pretty sure

. . . habit forming

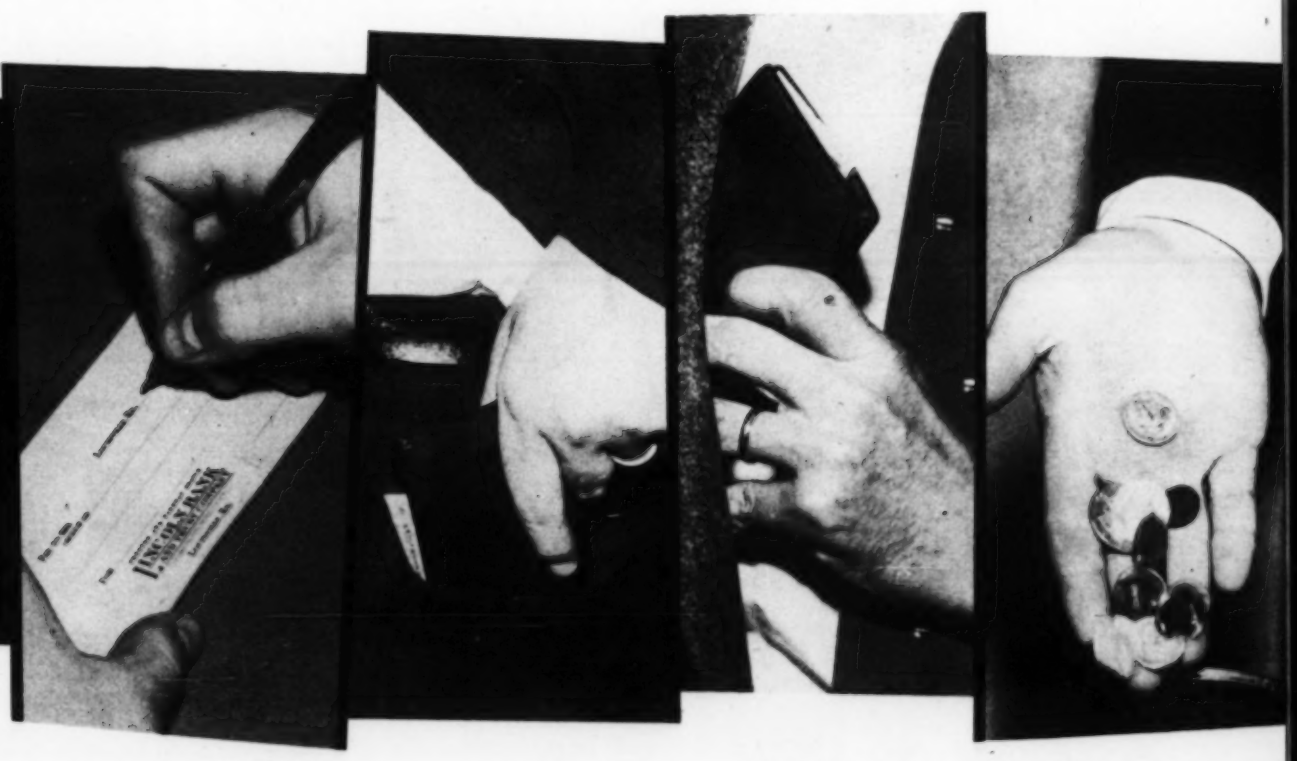
Fortify your future with young physicians as they establish their prescribing habits. Most of them read THE NEW PHYSICIAN for over seven years as their official journal.

THE NEW PHYSICIAN

Reaching interns, residents, newly established doctors and medical students. Official publication Student American Medical Association.

430 N. MICHIGAN AVENUE • CHICAGO 11, ILLINOIS

people respond to WHAS·TV



Kentuckiana Gives Over $1,000,000 to the WHAS-TV CRUSADE FOR CHILDREN!

In six years, the WHAS-TV Crusade for Children has raised more than $1,000,000 to aid mentally and physically handicapped children in Kentucky and southern Indiana.

This money has touched the lives of more than 200,000 Kentuckiana children through new schools for the handicapped, special therapy equipment, teacher training, artificial limbs, hearing aids, mass testing . . . A full accounting report is made to the people. Costs of the program have been reduced to 7.6% since 1954, while contributions have increased 26%.

Only a station that concerns itself day in and day out with the interests of its community can earn the respect that moves people to respond.

that the advertising is legitimate, legal, truthful, meaningful, clear —yes, and also believable and productive.

"The seven general rules:

"Much questionable advertising can be easily detected and corrected without a vast knowledge of detailed rules. The courts have developed a series of general concepts enforced by the Federal Trade Commission within its jurisdiction over false and deceptive advertising.

"The following seven rules are drawn verbatim from important advertising cases decided over a period of 37 years. They represent seven landmark guide lines which should be helpful 'in evaluating your own advertising and that of others.' The principles are used by the commission and its staff in the enforcement of its congressional mandate.

"These rules are general in nature. They may represent only starting points in the screening of a particular advertisement or copy theme. At the same time, the honest and well-intentioned advertiser will probably find that it need rarely proceed much further if its advertising claims or methods raise a doubt against the background of these seven milestone rulings.

"The rules are:

• **1.** "Advertisements must be considered in their entirety, and as they would be read by those to whom they appeal.

• **2.** "Advertisements are not intended to be carefully dissected with a dictionary at hand, but rather to produce an impression upon the ordinary purchaser.

• **3.** "Advertisements as a whole may be completely misleading although every sentence separately considered is literally true. This may be because things are omitted that should be said, or because advertisements are composed or purposefully printed in such a way as to mislead.

• **4.** "Whether or not the advertiser knows the representations to be false, the deception of purchasers and the diversion of trade from competitors is the same.

• **5.** "A deliberate effort to deceive is not necessary to make out a case of using unfair methods of competition or unfair or deceptive acts or practices.

• **6.** "Laws are made to protect the trusting as well as the suspicious.

• **7.** "Advertising representations, however made, which are ambiguous will be read favorably to the accomplishment of the purpose of the FTC Act, which is to prevent the making of claims which have the tendency and capacity to mislead.

JUNE POSTER—*Kellogg Co., Battle Creek, Mich., is now using this poster in metropolitan markets from coast to coast to show fruits which go best with Kellogg's corn flakes. A similar poster for Rice Krispies is also being used. Leo Burnett Co. is the agency.*

■ "In effect, the more precise and specific rules which follow in this manual are refinements and specific applications of one or more of these general concepts.

"To these seven guide lines we would, in the vernacular, add a final suggestion:

" 'If in doubt, don't'."

"Bait advertising and selling:

" 'Bait advertising' is the unsavory practice of advertising an article at an alluring price or under attractive terms with no intention of actually selling or delivering that article in accordance with the advertisement. The sole purpose of the scheme is to lure customers to the advertiser's store (or to pick up leads for home demonstrations) in order to sell some other and more profitable article.

• "No advertisement should be published unless it is a bona fide effort to sell the advertised article.

• "The advertising should not create a false impression about the product being offered so as to lay the foundation for a later 'switch' to other merchandise.

• "Subsequent full disclosure by the advertiser of all of the facts about the advertised article is no defense.

• "An advertiser should not use or encourage the use of the following practices as part of a bait scheme:

"A refusal to show or demonstrate the advertised article.

"Disparagement of the advertised article, its guarantee, availability, services and parts therefor, credit terms thereon, etc.

"Refusal to take orders for the advertised article or to deliver it within a reasonable period.

"Demonstration of a defective sample of the advertised article.

"A salesman compensation plan designed to discourage the sale of the advertised article.

• "An advertiser should have on hand a sufficient quantity of the advertised article to meet the reasonably anticipated demands for it unless the advertisement clearly discloses that the supply is limited or is available only at certain branches of the advertiser, if such be the case.

• "An advertiser should not sell the advertised article and thereafter 'unsell' the customer so as to make a switch to other merchandise.

• "An advertiser should not engage in any of the practices listed [in indented list above] in any such attempts at switching after the sale of the advertised article.

• "Actual sales of the original article as advertised do not preclude the existence of a bait scheme, since this may be merely an attempt to create an aura of legitimacy.

"These rules are consonant with the provisions of 'Guide Against Bait Advertising' issued by the FTC on Nov. 24, 1959.

" 'Bait advertising statutes' have been adopted in about 20 states, and it appears likely that such laws will continue to be adopted in other states in the future.

■ "These state laws are criminal and penal statutes in contrast with the civil and preventive activity of the FTC. In general, the state laws follow the precepts set out above.

"Advertisers, agencies, media and advertising clubs should familiarize themselves with such laws in their own states or any states in which they may operate or advertise. Copies thereof may be obtained from local better business bureaus, chambers of commerce, or the appropriate official of each state legislature.

"Non-deceptive testimonials and awards:

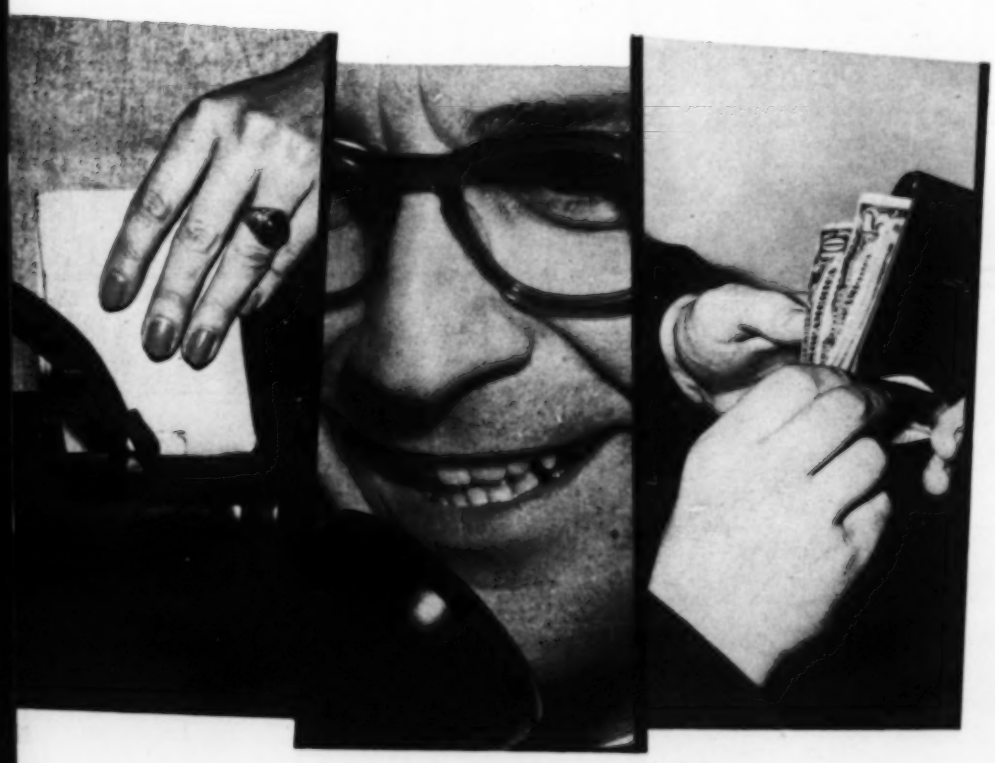
"In general, advertising which uses testimonials or endorsements is likely to mislead or confuse if:

• "It is not genuine and does not actually represent the current opinion of the endorser.

• "It is not quoted in its entirety but is 'cut' for advertising purposes, thereby altering its overall meaning and impact on the reader, listener or viewer.

• "It contains representations or statements which would be misleading or deceptive if otherwise used in the advertising, since a testimonial may not go beyond the other restrictions on product claims.

• "It, while literally true, creates



WHAS·TV
CHANNEL 11
LOUISVILLE
11
Foremost In Service, Best In Entertainment

316,000 Watts • CBS-TV Affiliate • Victor A. Sholis, Director • Represented Nationally by Harrington, Righter & Parsons, Inc.

A Technique for Producing

IDEAS

Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

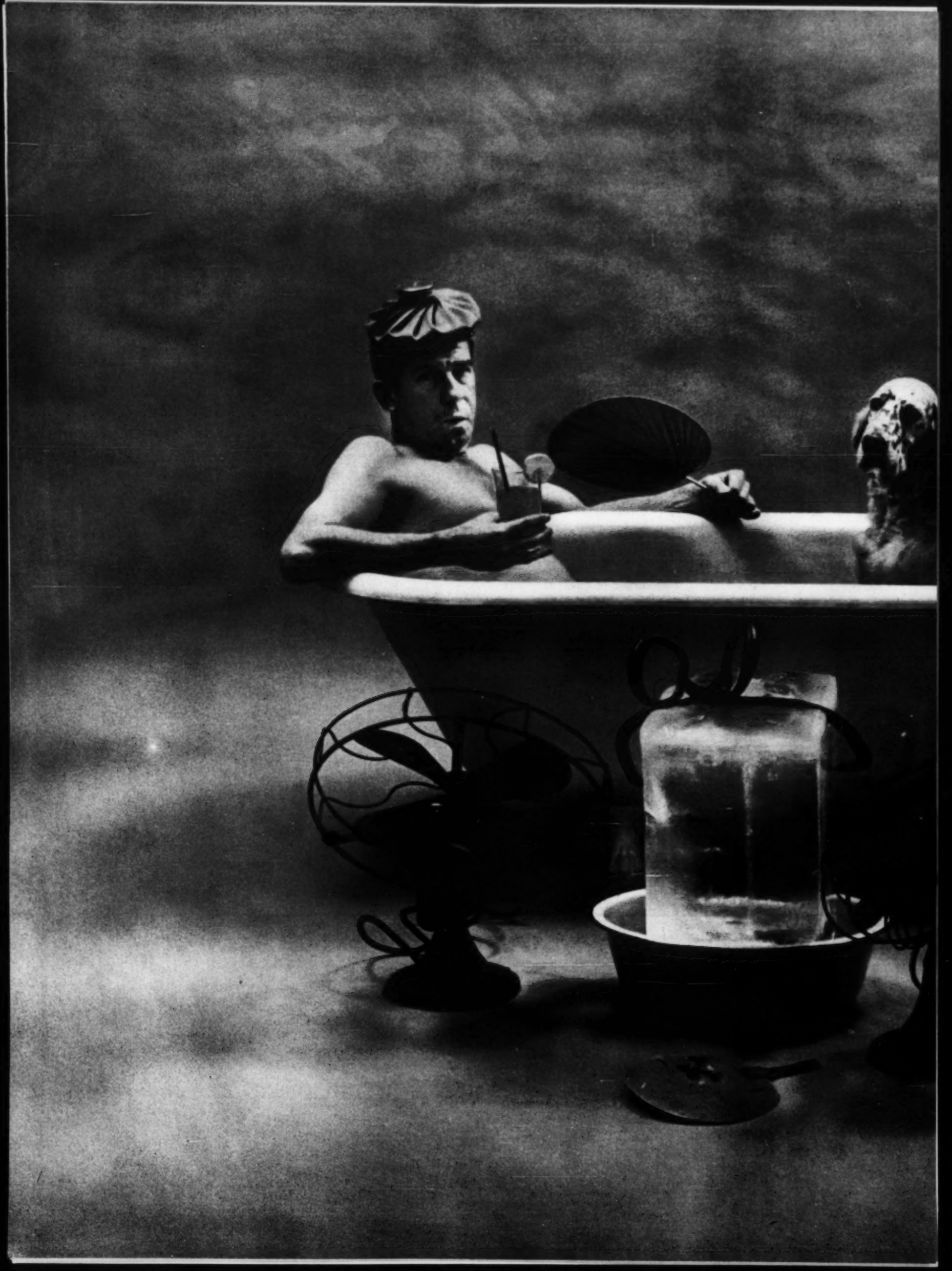
James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the *formula* which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1.25 postpaid.

ADVERTISING AGE
200 E. ILLINOIS ST.
CHICAGO 11, ILL.

"Attention Book Department."



(This photo from the July issue)

THIS, TOO, IS THE NEW AMERICAN HOME

Funny way to illustrate a feature on air conditioning? Not if it stirs up interest among 12,000,000 hot prospects! It's just one of the imaginative ways the new American Home presents home service — with a smile . . . and a flair . . . and a youthful air. Each and every page bursts with excitement. Graphic excitement! (The Art Directors Club of New York just picked American Home as the "most outstanding" magazine in the home service field.) Editorial excitement! The excitement of exploring new subjects and digging deeper into them than any magazine has ever done before. The excitement that sends people running to newsstands. (For the first quarter of '60, American Home ran up a whopping 18% newsstand gain.)

The new American Home is fun — as fresh and bright as the people who work on it. They're the youngest editorial staff of any major magazine. No rule is sacred — except one: to turn out, month after month, the best home service magazine ever put together. That's the new American Home.

A Curtis Magazine. Read by 12,000,000 men and women with a consuming interest in the home.

AFA 'Truth Book' . . .

implications or inferences in the reader's, listener's or viewer's mind which are likely to deceive.

• "The endorser is not competent or sufficiently qualified to express an opinion concerning the quality of the product being advertised or the results likely to be achieved by its use.

• "The endorser is not actually a user of the product being advertised.

• "Whenever the endorser is described as being 'famous' or 'well-known,' such representations are not properly limited to the field or activity in which the endorser enjoys such reputation.

• "It is not clearly stated that the endorser, associated with some well-known and highly regarded institution, is speaking only in his personal capacity and not on behalf of such institution if such be the fact.

• "Broad claims are made as to endorsement or approval by indefinitely large or vague groups such as 'the druggists of America.'

"Note: It has been held that 'paid testimonials' are not necessarily deceptive.

■ "The increase in frequency and scope of the advertising use of so-called awards or other recognitions of merit has produced considerable concern as to the proper and legal use of exploitation of such awards. Quite aside from any diminution in importance due to their proliferation, there are definite elements of possible deception involved in their improper use in advertising.

"Generally speaking, an advertiser's exploitation of an award may be deceptive and misleading for any one or more of the following reasons:

• "If the award is fictitious, i.e., it has not been granted as claimed.

• "If the donor is not qualified to make either an honest or proper selection in making the award.

• "If the award is tainted by any ulterior purpose, motive or profit of the donor.

• "If the selection for the award is not made on an objective or impartial basis, wherein the winner prevails in an open and broad competition.

• "If the name of the donor organization is itself likely to mislead or confuse the public, or if the name or character of the award is likely to have the same result.

• "If the advertiser has paid, or promised to pay, to the donor any consideration of any kind in order to receive the award.

• "If the award is 'stale' and the advertiser fails to indicate appropriately the date or other context of the award.

• "If the recipient is associated in any material way with the donor and fails to reveal such facts.

• "If the exploitation of the award is not factual and contains representations which are excessive, misleading or unwarranted by the terms of the award or its association with the advertised product.

"Guarantees which mean something:

"Historically, a guarantee or warranty was one of the earliest forms of deceptive selling or advertising. As the conscience of advertising turned toward the eradication of deception, guarantees were among the first aspects of the subject to receive attention.

"The all encompassing importance of the subject has again been pinpointed by the issuance of FTC guides against deceptive advertising of guarantees.

"The following rules are a summary of such guides:

• "In general, an advertised guarantee shall clearly and conspicuously disclose three things:

"1. The nature and extent of the guarantee—including what product or part is guaranteed; all characteristics or properties covered by or excluded from the guarantee; its duration; and what must be done by a claimant before the guarantor will fulfill his obligations, such as returning the product and paying service or labor charges.

"2. The manner in which the guarantor will perform. The ad must state exactly what the guarantor will do under the guarantee, such as repair, replacement or refund. If the guarantor or recipient of the guarantee has an option as to what may satisfy the guarantee, this should be set out.

"3. The guarantor's identity. This also shall be clearly revealed in any documents evidencing the guarantee. Purchasers often are confused when it is not clear whether the manufacturer or retailer is the guarantor.

Ramsteck Weitz Wildrick

ANNIVERSARY DESIGN—*Free lance artist Joseph Weitz displays his design which has been selected as the 25th anniversary medallion for Wildrick & Miller, New York. The design symbolizes the agency's three fields of specialization: Agriculture, building and chemicals. Looking pleased are Stanley B. Wildrick, agency president, and Edward Ramsteck, art director. Chosen from entries by 12 artists, the design will be used on the agency's stationery, literature and promotional material.*

"Asterisks in advertising:

"Asterisks or similar marks may be tools of deception. Sitting there 'on the shoulder' of a word, they may be subterfuges behind which hide ambiguities, limitations or deception. Properly handled, they are useful and correct.

"Here are the rules:

"1. An asterisk may not be used in connection with words or claims which are themselves deceptive or ambiguous.

"2. An asterisk may not be used with the word 'free.' Under the FTC's standard trade practice rule: 'A disclosure in the form of a footnote, to which reference is made by an asterisk or other symbol placed next to the word "free," will not be regarded as compliance.'

"3. An asterisk may not be used in or with any headline or copy if the pertinent footnote tends to qualify the original claim or offer.

"4. If an asterisk is to be properly used, the footnote relating to it should be sufficiently conspicuous (both to position and size of type) as not to be overlooked by the average or ordinary reader.

"5. Asterisks may properly be used to indicate trademark proprietorship or similar rights.

"Disparagement of competition and competitive products:

"Effective advertising should be positive. It should be built upon the virtues, value and benefits of the advertiser's own product, not upon deficiencies or defects of the competitors'.

"The following suggestions are directed toward the eradication of illegal, improper or unfair disparaging advertising:

• "Such advertising must be analyzed on the basis of all of the broadly applicable general rules and prohibitions against false and deceptive advertising.

• "There should be no false statements concerning the nature, quality, or results to be obtained from the use of competitive products.

• "There should be no untrue representations concerning the nature or use of competitive types of merchandise.

• "For such advertising to be deceptive, there need not be specific reference to a particular competitive product by name or source.

• "It is not necessary that the product or type of product untruthfully disparaged be competitive with the product of the advertiser.

• "Affirmative representations concerning the advertised product, by the natural implications of which virtues or benefits are limited to such product, may impliedly disparage and criticize competitive products.

• "Use of the definite article 'the' or the description 'the only ——' in connection with a virtue or benefit of the advertised product should be avoided as impliedly disparaging all other similar products.

• "Subjective claims of superiority as to matters not susceptible of objective proof are not improper.

• "Reference to competitive products as 'old fashioned,' when such is not the fact, should not be made.

• "In addition to false and disparaging references to competitive products, an advertiser should also avoid use of false and disparaging references to a competitor or competition generally, which refer to such concerns' business practices or methods.

"Television and radio advertising:

"Keeping in mind the nature of the medium—the more transient impact of a broadcast commercial on listener or viewer—as well as the general rules concerning advertising deception, there are certain standards against which radio and television commercials may be judged:

"1. Substitute materials may be used provided the result is a true representation of the qualities of the product itself.

"2. Whether an artifice is harmless depends 'on its capacity to deceive the public in a material respect.'

"3. Artifice may be used provided the end result is to portray the product as it 'would look under normal conditions.'

"4. 'Cosmetic improvement' is not deceptive provided it does not attribute to the product qualities which are not truly representative of the product and does not 'impart to a product virtues which it does not have.'

"5. Theatrical techniques may be used to make a product appear or perform on television as it would actually appear or perform to the naked eye under normal conditions, and there is 'no objection to commercials that simply portray products in their best light.'

"6. In photographing the product a typical sample thereof should be used and advertisers should avoid the use of non-representative samples if the nature of the product or its manufacturing process is such as to produce occasional variations in quality, performance or appearance.

"7. Theatrical devices, to be proper, must not 'represent a material deception as to the characteristics, performance or appearance of a product.'

"8. A comparison is considered deceptive if 'the advertiser's product is made to appear attractive and competing products are denied the same photographic embellishment.'

"Product X must receive a fair and equal treatment in comparative portrayals or tests.

"9. In pictorial or other comparisons between the advertised product and Product X, Product X should be such as is generally available to the public and should be properly representative of the competition.

"10. Any statements or claims requiring qualification should be so qualified in both the video and audio portions of the commercial.

■ "All of the foregoing can be capsulized by saying that the test is not what goes into the making of the commercial or picture, but what the viewer sees." #

Horan-Daugherty Alters Name

Horan-Daugherty, St. Louis, has changed its name to Winfield Advertising Agency. The name change was decided upon following the retirement of Jimm Daugherty. There will be no change in officers, department heads and other personnel, J. J. Horan, president, said.

Graves Joins Clupak

William A. Graves, who formerly operated an outdoor advertising sales organization bearing his name, has joined Clupak Inc., New York, as advertising and promotion manager. He succeeds Kenneth N. Bacon, who has resigned.

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL
143 W. 51st St., N.Y. 19, N.Y. • PLaza 7-5730

TOPEKA has 1 TV Station . . .

WIBW-TV is it

WIBW-TV SATURATES TOPEKA

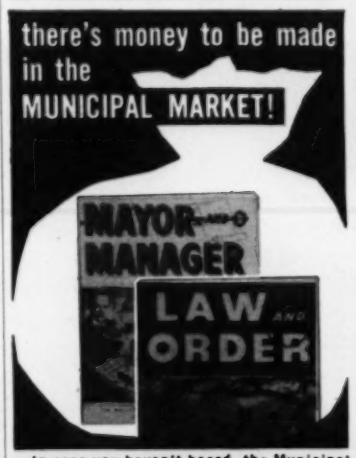
and provides the ONLY good signal in a 100,000 TV HOME AREA!

Serving All Day . . . Any Day . . . a total of 226,850 TV homes in 38 rich Kansas counties.

Survey-Proved WIBW-TV TOPS ALL COMPETITION.

WIBW-TV — CBS, NBC, ABC — Channel 13 — TOPEKA, KANSAS

(Division, Stauffer-Capper Publications)
REPRESENTED BY AVERY-KNODEL, INC.



In case you haven't heard, the Municipal Market is 35 BILLION DOLLARS BIG! And the one magazine aimed directly at the buyers and planners for more than 6,000 U. S. communities with populations of 1,200 or over, is MAYOR AND MANAGER. Read by 7,683 (BPA) executives, MAYOR AND MANAGER is the ideal setting for your "municipal product."

And, did you know that police executives annually spend TWO AND ONE HALF BILLION DOLLARS for police equipment and supplies? To reach and sell 7,415 (BPA) chiefs costs less than 2½¢ a contact in LAW AND ORDER. The total average circulation of 12,834 (BPA) makes LAW AND ORDER the most widely read police publication in America!

BPA NBP

For details, write or contact:

MAYOR and MANAGER
LAW and ORDER

72 W. 45th St. • New York 36, N.Y. • MU 2-6808

THERE'S ALWAYS ONE IN EVERY GROUP !

Whenever the situation calls for more than a cursory knowledge of what makes things go, there's usually one man in every group who gets the floor. He's the man who takes particular pride in his knowledge of the mechanics of modern living.

He is the kind of man who enjoys POPULAR MECHANICS. The kind who gets something extra out of life because he likes to do more things, to know about more things, and to appreciate more things.

He reads PM for its distinctive kind of reporting that keeps him informed on what's going on around him. On things to do, things to buy. On products, workmanship and performance. It helps him specify when he buys. If he is sold on your products, he'll know why. And so will his friends and neighbors who respect his special talent for knowing what he talks about.

You can sell him – *and five million others like him* – with your product story in the magazine that sparks his thinking on what to do, what to buy – and why.

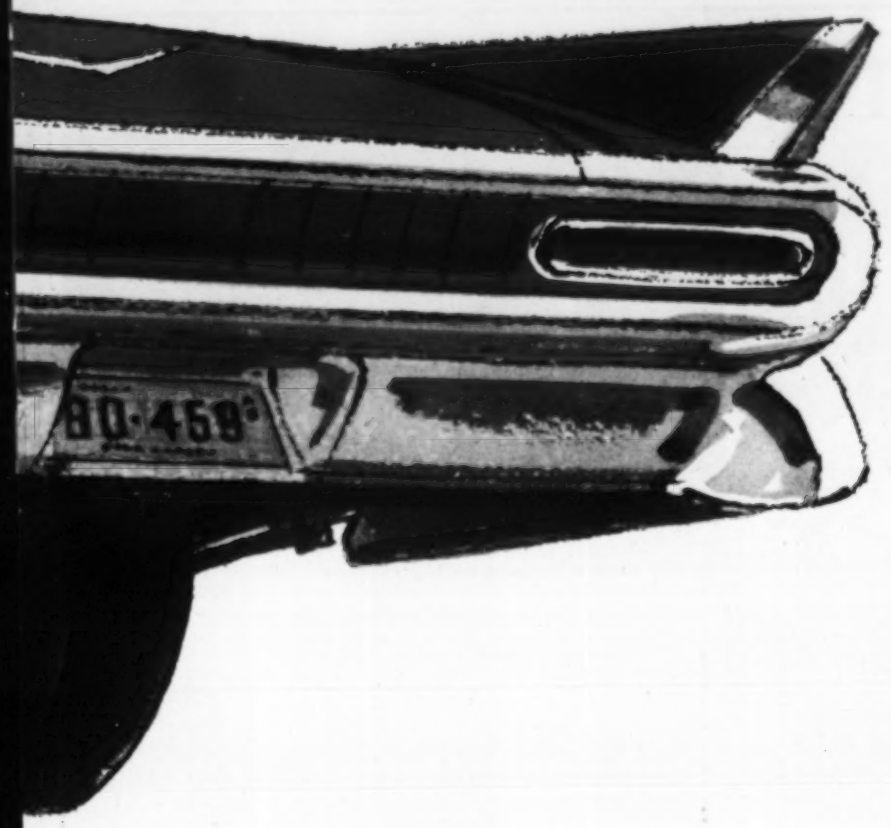
POPULAR MECHANICS

CIRCULATION: 1,453,654
as filed in interim report to ABC

A HEARST MAGAZINE

Puts Men In Motion

CHILTON'S



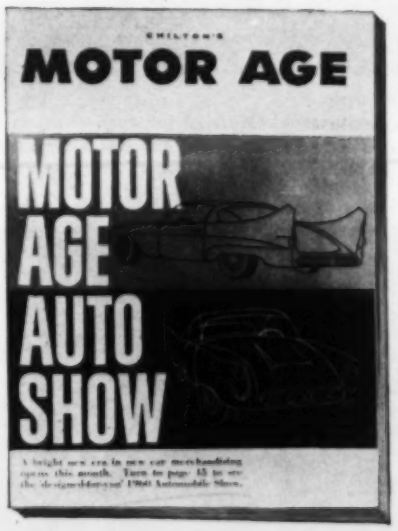
How Motor Age and its M-A-P are capturing automotive service sales

Motor Age can help you capture more sales by bringing you a sharper look into market potentials. This service is embodied in M-A-P—a broad and penetrating Marketing Assistance Program geared with Motor Age.

M-A-P can offer you a fully organized staff of professional researchers. It can bring you a wealth of timely data on new developments and buying trends in the automotive service field, gathered at great cost and presented in 14 studies of different areas of service. And to this fund of information Motor Age magazine can add its own selling experience through contacts with the entire field.

Standards of editorial excellence and quality-controlled circulation that have made Motor Age unique are linked with strong marketing tools. They will help you put more selling power into your advertising and selling. A representative will be glad to give you more details.

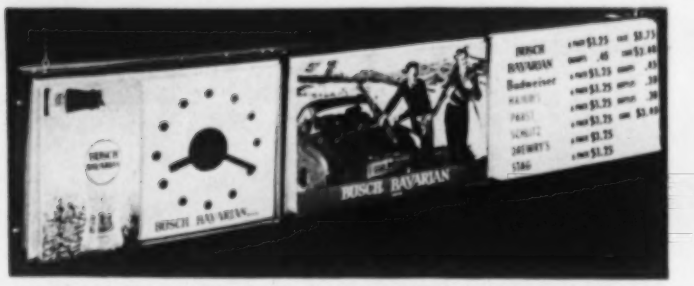
Motor Age is published specifically for the volume automotive service market. Its editorial pages provide a reliable source of reports on management, merchandising and industry problems. Its news items keep readers informed on profitable new products, new developments and methods. It offers authentic repair data on all types of motor vehicles. With over 129,000 circulation, Motor Age reaches the volume shops doing 94% of repair and service work.



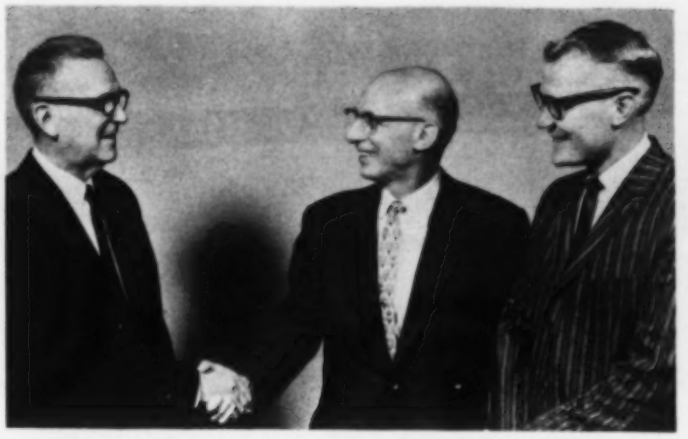
Chilton
COMPANY
Chestnut and 56th Streets, Philadelphia 39, Pa.

MOTOR AGE

PHOTO REVIEW OF THE WEEK

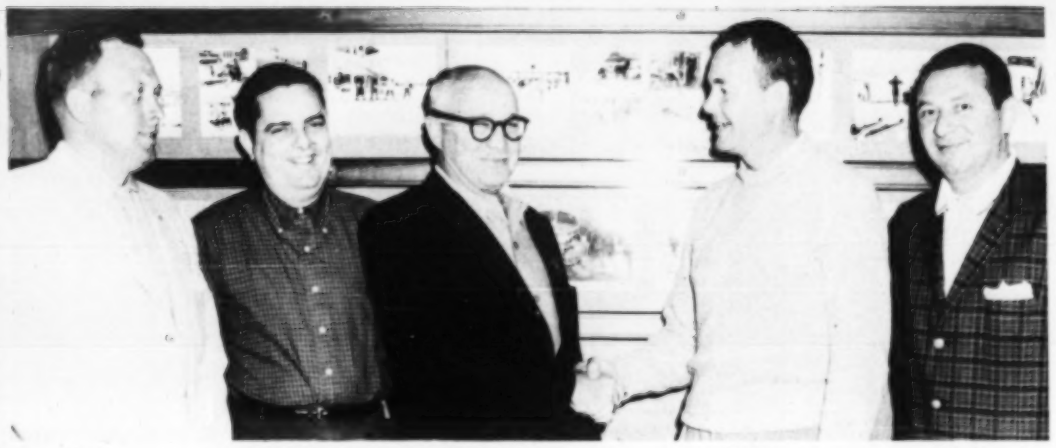


WINNER—*Anheuser-Busch, St. Louis, and Tel-A-Sign Inc., Chicago, received a joint award from the Chicago Federated Advertising Club for this point of purchase sign for Bavarian beer. The sign is 54" long, contains two color transparency panels, an electric clock and a price board.*



Fairall McLaren Weitzell

BIRTHDAY PARTY—*Fairall & Co., Des Moines, marked its 40th anniversary with a reception and cocktail party for clients and industry friends. Shown here are agency principals Laurence Fairall, president; John McLaren, exec vp and treasurer, and Rex Weitzell, vp and secretary.*



Huston Lawler Harrison Horton Roman

NEW—*Officers inducted at the national management conference of the National Federation of Advertising Agencies were Lester Harrison, Lester Harrison Inc., New York, president; Melvin F. Roman, Roman Advertising Co., St. Louis, exec vp; Bev R. Lawler, Atlantic National Advertising Agency, Norfolk, Va., vp, and Preston D. Huston, Associated Advertising Agency, Wichita, Kan., treasurer. John A. Horton, Horton, Church & Goff, Providence, R.I., is the outgoing president.*

COLOR PHOTO—*Wells Fargo Bank American Trust Co. is using painted bulletins like this in rotating units in Northern California. The bank is reportedly the first advertiser to use color photography art in this size. Photographs were taken by Dorothy Williams. McCann-Erickson, San Francisco, is the agency.*

Weinholtz Lee Granger

Gonzales Reis Murphy Bitter

AT IAA CONGRESS—*Chatting between sessions of the 12th annual congress of the International Advertising Assn. are Hal Weinholtz, MacManus, John & Adams; Charles T. Lee, Philco Corp., and Fitzhugh Granger, International Harvester Export Co. A rather young foursome was made up by Arturo Gonzales, Reader's Digest; Al Reis, Needham, Louis & Brorby; Bates Murphy, International General Electric, and Omar Bitter, a GE man up from Brazil.*

Woodell Novas Farner

Crain Ingham Whitney A. Karnig G. Karnig

SCENES FROM IAA MEET—*Seated at head table for the opening luncheon of the International Advertising Assn. congress were Shirley (Man of the Year) Woodell, formerly vp of J. Walter Thompson Co.; Joseph Novas, head of Caracas agency bearing his name; Dr. Rudolf Farner, head of Zurich agency bearing his name and the IAA's European president, and G. D. Crain Jr., publisher of Advertising Age. Talking in the corridors of the Waldorf are two Yale & Towne executives, Paul Ingham and ad director Robert A. Whitney, with the Karnig brothers—Andrew of Bristol-Myers International, and Gilbert of Warner-Lambert International.*

Federal Census Reveals

26% POPULATION GAIN for Metropolitan Kansas City

NOW OVER ONE MILLION!

FEDERAL Census reports just released show that the Metropolitan Area of Kansas City now has a population of 1,027,307, an increase of 26.14 per cent over the previous census of 1950.

Whereas many cities show heavy losses inside corporate areas, Kansas City gained inside as well as outside its limits. The city itself reached a total of 468,325, up 11,703 as compared with 1950.

Explosive population growth in Metropolitan Kansas City is the result of corresponding expansions in trafficways, aviation, auto assembly and other basic activities.

Kansas City is a balanced city in the sense that civic enterprise, cultural activities and a continuing program of downtown modernization have kept pace with the city's commercial potentials.

Besides its long-standing position as the nation's No. 1 primary winter wheat market, Kansas City as a livestock and packing house center is experiencing a period of growth that promises to surpass all its previous fine records in this important field. The attractiveness of the Kansas City market has been enhanced by the Kansas Turnpike, new bridges and other extensive improvements in transportation facilities.

In this still young and vigorous metropolis, The Kansas City Star is the force that moves goods fastest, in volume, at lowest cost. The Star provides America's most thorough twice-daily circulation coverage, with 94 per cent of its circulation going directly to the home.

In Kansas City, Things Are Popping Up All Over

- NEW $20 MILLION PUBLIC UTILITY PLANT
- NEW $25 MILLION WESTERN ELECTRIC PLANT
- NEW 15-STORY OFFICE BUILDING
- TWO NEW HOSPITALS—$12 MILLION
- NEW 18-STORY OFFICE BUILDING
- NEW $28 MILLION SOUTHEAST FREEWAY
- NEW MULTIPLE STORY APARTMENTS—$8½ MILLION
- NEW INTERCITY VIADUCT—$12 MILLION
- NEW $40 MILLION FEDERAL OFFICE BUILDING
- NEW MEDICAL AND OFFICE BUILDINGS
- NEW $15 MILLION TURKEY CREEK EXPRESSWAY
- NEW $7 MILLION PUBLIC LIBRARY
- NEW $4 MILLION RAIL-TRUCK TERMINAL

THE KANSAS CITY STAR

COMBINED MORNING AND EVENING CIRCULATION 672,235

New York Office, 21 E. 40th St., MUrray Hill 3-6161 Chicago Office, 202 S. State St., WEbster 9-0532

LATEST NATIONAL NIELSEN

ABC-TV
NET Y
NET Z

*YOU CAN'T

(but we're sure

As the latest National Nielsen numbers would indicate, Saturday night—unlike the rest of the week—isn't exactly an ABC night. But give us time...like next season, when we premiere our roaring new Saturday night show—"The Roaring 20's" (produced

AVERAGE AUDIENCE RATINGS†

Sun.-Fri.	Saturday
19.4	**15.4***
18.7	**29.0**
17.7	**15.7**

†Source: National Nielsen Report, 2 weeks ending May 8, 1960, Sun.-Sat., 8-10:30 PM.

WIN 'EM ALL

going to try!)

for us by Warner Bros.). Interested parties who may recall what "The Untouchables" did for Thursday night and what "Maverick" did for Sunday night will do well to keep a sharp sponsor's eye peeled for Saturday night on **ABC TELEVISION** abc

Watson Smith Mrs. Solt Solt Thompson

Miranda Freeman Sharp Yellowlees Harty

AT AIA MEETING—*At a party during the Assn. of Industrial Advertisers annual meeting in Washington were Dave Watson, Watson Publications, Chicago; Richard P. Smith, W.R.C. Smith Publishing Co., Atlanta; Mr. and Mrs. William L. Solt, Goodrich-Gulf Chemical Inc., Cleveland, and John R. Thompson, Simmons-Boardman Publishing Corp., New York. Steve Miranda, pr director, Dresser Industries, Dallas, offers best wishes to AIA's new chairman, Jay M. Sharp, Aluminum Co. of America, Pittsburgh. The others are AIA President John Freeman; Tom Yellowlees, new AIA vice-chairman, advertising and sales promotion manager, Canadian GE's motor and control department, and outgoing AIA Chairman Hi Harty, manager of advertising and sales promotion, Wolverine tube division, Calumet & Hecla, Allen Park, Mich.*

AIA Defers IARI Action Pending Poll; Postpones Company Member Decision

(Continued from Page 3)

international organization. Calling on AIA to start acting its age, Mr. Sharp said a strong-local-chapter-weak-international-setup "is not a blueprint for healthy growth—it's not a pattern for success."

■ The IARI hassle started at the AIA conference in San Francisco in 1959. IARI's director, Dr. Joseph Bachelder, contended that the institute should be autonomous to insure its objectivity, but the request was turned down.

Since that time IARI subscribers have been polled and have supported his position. But the members of the parent organization had not had a chance to express themselves until the motion to poll AIA members was approved today.

Two main plans, with a multitude of variations in between, were suggested by the two groups. One would merge the institute into the proposed new company membership setup; the other would sever all ties with AIA.

■ At the AIA board meeting Sunday, Milo Ziegenhagen, of Worthington Corp., chairman of the IARI board of trustees, reported on the results of the IARI subscriber poll. Of the subscribers, 60% "favor the proposals that call for the separate incorporation of the institute," Mr. Ziegenhagen said; "19% favor proposals that would link IARI more closely to AIA; 5% favor the status quo; 16% did not express a preference for any of the proposals."

As a result of the poll, the IARI board decided that it should ask for legal separation from the AIA but continue to cooperate with the AIA through such arrangements as reporting its activities at the annual conference; making summaries of its reports available to AIA members at cost, and having the AIA board chairman and vice-chairman serve as members of the IARI board.

It was this proposal that Mr. Ziegenhagen submitted to the AIA board. After considerable pro and con discussion, the board voted to direct the executive committee to determine from AIA members whether or not they would approve of IARI's legal separation from the association.

■ Mr. Ziegenhagen stressed that an "amicable" separation, initiated by AIA, would be the best thing for both parties. He said the separation was necessary to give the institute complete objectivity in its research activities.

When polled on the request of outgoing chairman Hi Harty, 16 directors were against the separation, 13 were for separation "as soon as practical" and seven abstained.

Some who opposed or abstained were against final action in divorce until the members have had a chance to express themselves. Under the board's instructions, full information on both sides of the issue will be supplied to members in advance of the poll.

■ The decision of the directors to postpone a final vote on the future of the research institute had its repercussions in the ultimate handling of the company membership issue. A committee under Mr. Wood, who is manager of marketing services of Jones & Lamson Machine Co., Springfield, Vt., originally offered a tentative plan to merge IARI function into a company membership setup. With IARI's future unresolved, however, "IARI will not bear, within the next two years, its present relationship with AIA," Mr. Wood said. "How far [it may move] toward independence I cannot predict."

Mr. Wood then presented a set of six "possible by-laws" for members' consideration ("Not for a vote," he emphasized). These by-laws would establish a company membership classification "open to any organization engaged in national advertising and other marketing operations, aimed at other than consumer markets."

■ In other conference activity, members learned that enrolment is down by 400, but finances are up with a modest $3,000 to $5,000 surplus.

With Mr. Sharp moving up to chairman of the AIA board, Thomas A. Yellowlees, advertising and sales promotion manager of Canadian General Electric's motor and control department, Petersborough, Ont., was named vice-chairman.

Three vps installed at the meeting were: Charles A. Bryant, ad manager, Baroid division, National Lead Co., Houston; William B. Daub, ad manager, industrial products, Sun Oil, Philadelphia, and Dar G. Johnson Jr., assistant general sales manager, Electric Steel Foundry Co., Portland, Ore.

John C. Lucas, vp and secretary-treasurer of Hazard Advertising Co., New York, was elected secretary-treasurer; Philip D. Allen, president of Maclean-Hunter Publishing Corp., Chicago, and Hans W. Bluethe, ad manager of Surface Combustion, Toledo, a division of Midland-Ross Corp., were named directors.

■ In his remarks to the meeting, Mr. Sharp left no doubt where he stands on local chapter-international relationships.

"Gentlemen, I submit to you that it is time we started acting our age," Mr. Sharp said. "If we are to acquire the stature, which I know all of us want, and if we are to assume our rightful position as the leading spokesman for industrial advertising in the U.S. and Canada, we must deserve confidence—the confidence of the very companies we serve.

"We must exhibit our age—all 38 years of it.

"What I am about to say to you now, I say with the sincerest conviction. I firmly believe that we can become a stronger international organization without in any way diminishing the strength of any chapter or chapters.

What's more, I firmly believe that a strong international organization can only lead to stronger local organizations," he said.

■ John Freeman, president of the AIA, listed several suggestions the advisory planning committee has come up with during the past year including (1) an annual report issue of AIA's newsletter which was passed out after yesterday's meeting; (2) packaged programs for chapters, and (3) a new advertising campaign on the importance of industrial advertising (AA, May 23).

"How much is enough for advertising?"

ENOUGH?—*This is one of the ads in AIA's institutional campaign.*

The AIA handed out its "best seller" awards to industrial admen at a luncheon following the business session. Of the ten winning campaigns three were from the Pittsburgh area, including the winning campaign.

Kennametal Inc., Latrobe, Pa., won the first place bronze statue for its dollar and penny campaign.

Four honor awards were given to General Electric, Silicone Products Dept., Waterford, N.Y., for its RTV liquid silicone rubber ads; John A. Roebling's Sons Division of Colorado Fuel Iron Corp., Trenton, N.J., for the company's prestressed concrete promotion; J. I. Case Co.'s utility sales division, Racine, Wis., for its utility tractors and equipment ads; and E. I. du Pont de Nemours & Co.'s dyes and chemical division, Wilmington, for Du Pont's color on colored paper promotion.

Five merit awards were given to Detroit Diesel Engine division of General Motors, Detroit, for announcement and follow-up ads for its all-purpose power line; Moore Business Forms, Niagara Falls, N.Y., for its Speediflex campaign; Bay State Abrasive Products Co., Westboro, Mass., for the company's grinding wheels promotion; Westinghouse Electric Corp., Pittsburgh, for its marine industry campaign; and Gulf Oil, Pittsburgh, for the company's promotion of Gulfcut oils.

Revised Media Data Forms Given to AIA

WASHINGTON, June 7—Revised media data forms, designed to give the media buyer a more complete picture of editorial content, were presented to Assn. of Industrial Advertisers members at the annual business session in Washington yesterday.

Harold A. Wilt, of J. Walter Thompson Co., chairman of the media practices committee which came up with the new form, said the data cards are only means of comparing market coverage and editorial content in a single source.

The revised forms include strengthening and expanding sections on editorial objectives and content, without evaluating the papers' goals, and simplification and segregation of sections with an index on the first page.

All mechanical work on the new form was contributed by Committee man Hi Sharman and his staff at Marsteller, Rickard, Gebhardt & Reed, New York. #

Brach Names Lowe A.M.

Burt Lowe has joined E. J. Brach & Sons, Chicago candy maker, as advertising and merchandising manager, succeeding E. J. Flickinger, who has resigned. Mr. Lowe has been with Procter & Gamble, Cincinnati, New York, for the past nine years as a brand manager.

Streicker Joins Gordon Best

Mitchell B. Streicker has joined Gordon Best Co., Chicago, as director of marketing and research. He formerly was with the Chicago office of McCann-Erickson.

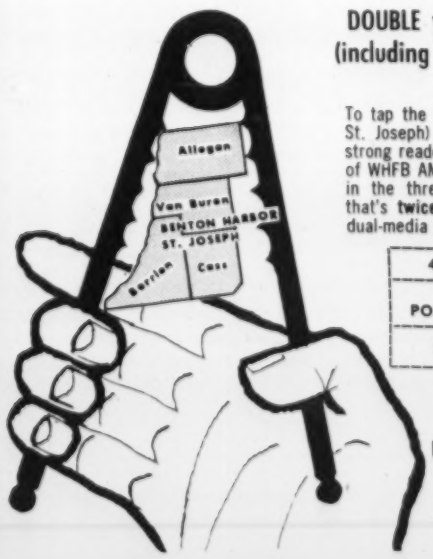
Chicago's Elite Hotel
overlooking Lake Michigan on the Gold Coast

LAKE SHORE DRIVE HOTEL

Only five minutes from downtown . . . steps from famous restaurants and exclusive specialty shops. Luxurious air-conditioned rooms, suites and apartments by the day, month or year.

Donald O. Cronin Manager

181 E. Lake Shore Drive SU 7-8500



DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

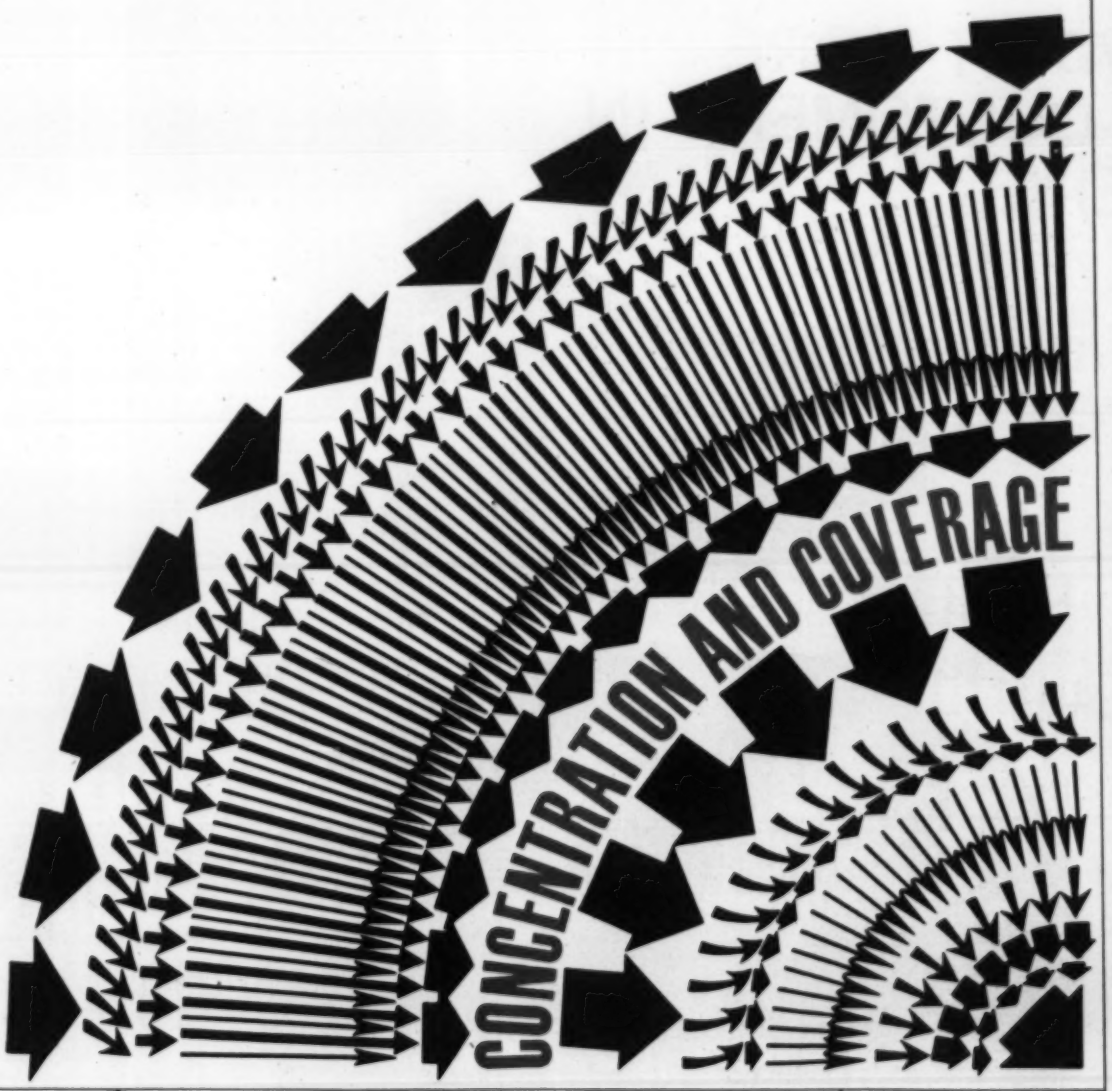
To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach**, utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined!** Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:			
POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

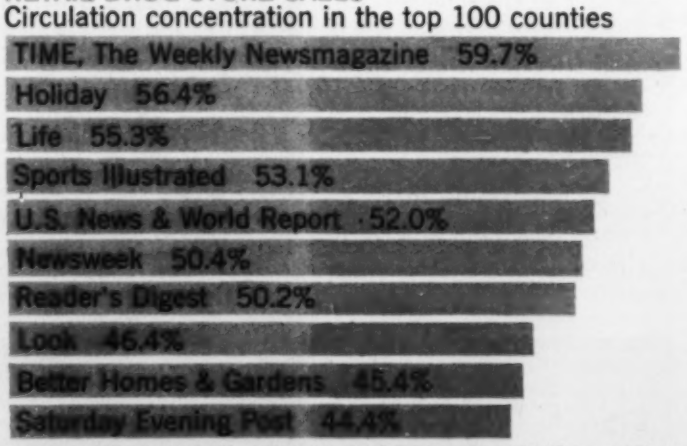
Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.



RETAIL DRUG STORE SALES
Circulation concentration in the top 100 counties



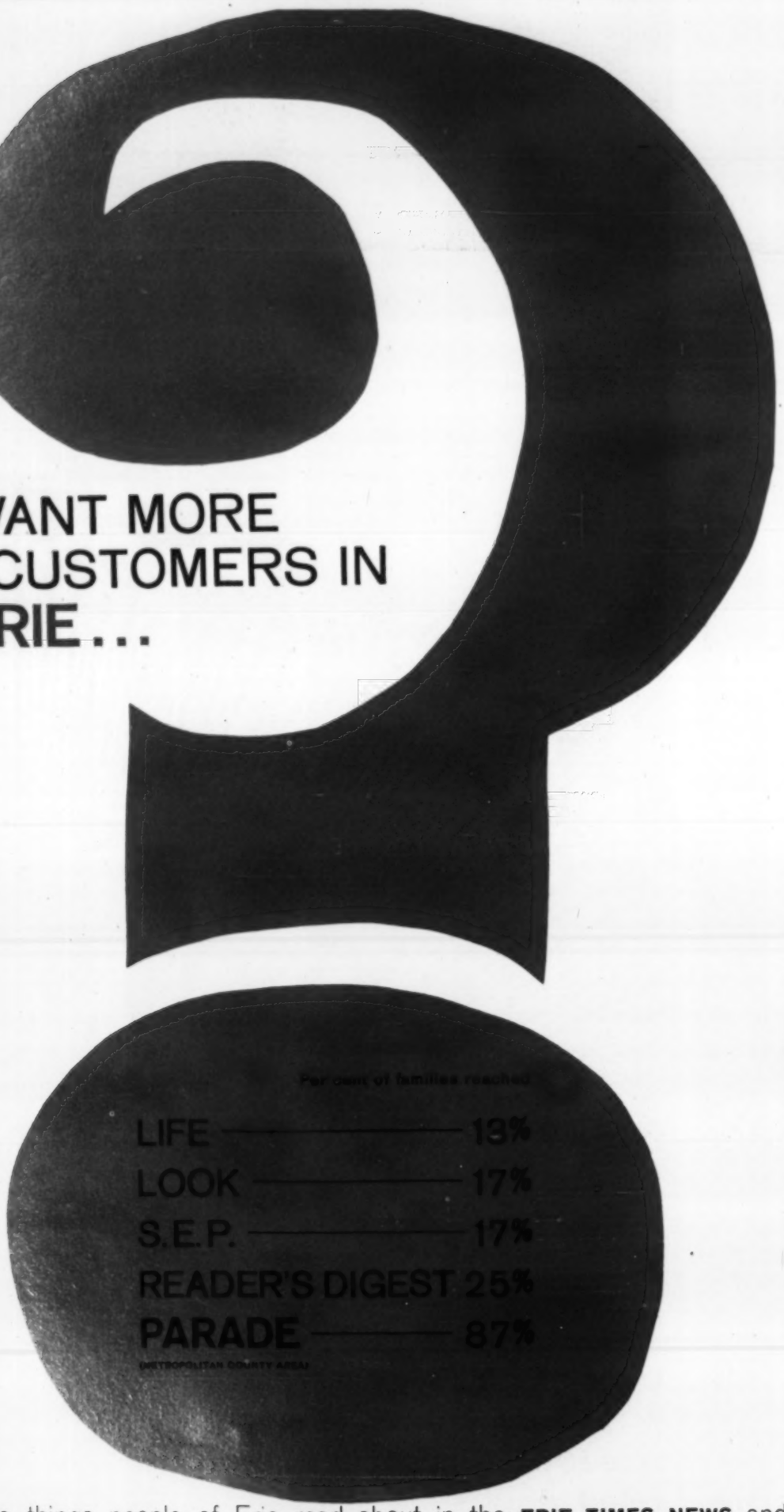
All percentages computed from these sources: Sales Management's "Survey of Buying Power" (5/10/59) and latest available publishers' reports: TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U. S. News & World Report (3/28/58) • Reader's Digest (April 1959) • Newsweek (3/23/59) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59).

More proof of TIME's magnetic attraction for busy, prosperous families: **In the 100 U.S. counties where most retail drug store sales are made, TIME concentrates more of its coverage than does any other magazine of a half million or more circulation.** Further confirmation of the fact that TIME gives you concentration and coverage where it counts...where business is busiest.

THAT'S

TIME

WANT MORE CUSTOMERS IN ERIE...



The things people of Erie read about in the **ERIE TIMES-NEWS** and **PARADE** on Sunday, move off the shelves on Monday and all week long!

PARADE
THE SUNDAY NEWSPAPER MAGAZINE

Represented Nationally by The Katz Agency

PARADE...The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million homes every week.

ON THE FAIRWAY—*San Francisco's Milline Club named Nancy White queen of its June 4 annual golf tournament. Involved in some of the game's finer points with her are Hugh McArthur (left), Johnson & Lewis, club chairman, and Alan Cindall, Guild, Bascom & Bonfigli, president of the club.*

Fisher Named Head of Chicago Agency

CHICAGO, June 7—J. L. Fisher Jr. has been elected president of M. M. Fisher Associates, succeeding his father, J. L. Fisher Sr., who died last month.

The agency, which incorporated last fall after 32 years of sole ownership under Mr. Fisher, is undergoing reorganization of its corporate structure. Since 1951 the staff has increased from five to 30 employes.

During the past four years billings have tripled, with $1,450,000 reported in 1959. Mr. Fisher predicts billings in excess of $3,000,000 in 1960. #

Remington Elects Gardner President, Nelson Chairman

Remington Advertising, Springfield, Mass., has elected Charles H. Gardner, former assistant to the president, president of the agency. He succeeds Sture H. Nelson, who continues as chairman of the board.

Charles H. Gardner

David H. Murray, a vp, has been elected senior vp, and Robert D. Fleischner, account executive, has been named a vp and secretary. Ronald P. Nelson, account executive, has been elected a vp and treasurer.

AWRT Unit Elects Johnson

Mrs. Carolyn Johnson, Advertising Associates, has been elected president of the Atlanta chapter of American Women in Radio & Television. Other new officers include Mrs. Mary Allison, Adams-Allison Co., president-elect; Mrs. Ruth Trager, Tucker Wayne & Co., vp; Janice Jones, Dora-Clayton Agency, recording secretary; Beverly Simmons, WSB Radio, corresponding secretary, and Mrs. Peggy Baker, Ivan Allen Co., treasurer.

Roney Named Publisher

Richard T. Roney, formerly assistant publisher of the *Conover-Mast Purchasing Directory*, published by Conover-Mast Publications, New York, has been named publisher of the directory. He succeeds Burdette P. Mast Sr., C-M chairman. Richard Gagney, publisher of C-M's *Construction Equipment*, has been elected a vp.

Ford Publishes 'Yearbook for Latin American Rural Youth'

Ford Motor Co., Dearborn, Mich., and its Latin American affiliates, have published a "Yearbook for Latin American Rural Youth," which records for the first time history, statistics and outstanding activities of the movement, which is patterned after the U.S. 4-H Clubs. More than 60,000 copies of the book have been printed in Spanish and Portuguese, for free distribution to representatives of government, schools, churches, service groups, rural youth leaders and the press in Latin America.

Hires Sets Summer Drive

Charles E. Hires Co., Philadelphia, will promote the "togetherness" of its root beer drink and ice cream this summer, in the largest warm weather campaign it has ever scheduled. The campaign will concentrate on local media in key markets, including print and broadcast. Self liquidating premiums like ice cream scoops and beer steins will be available in several markets. Maxon Inc., New York, is the agency.

11,041 16mm bookings of "In The Beginning" arranged and served in one year for the Mobil Oil Companies.

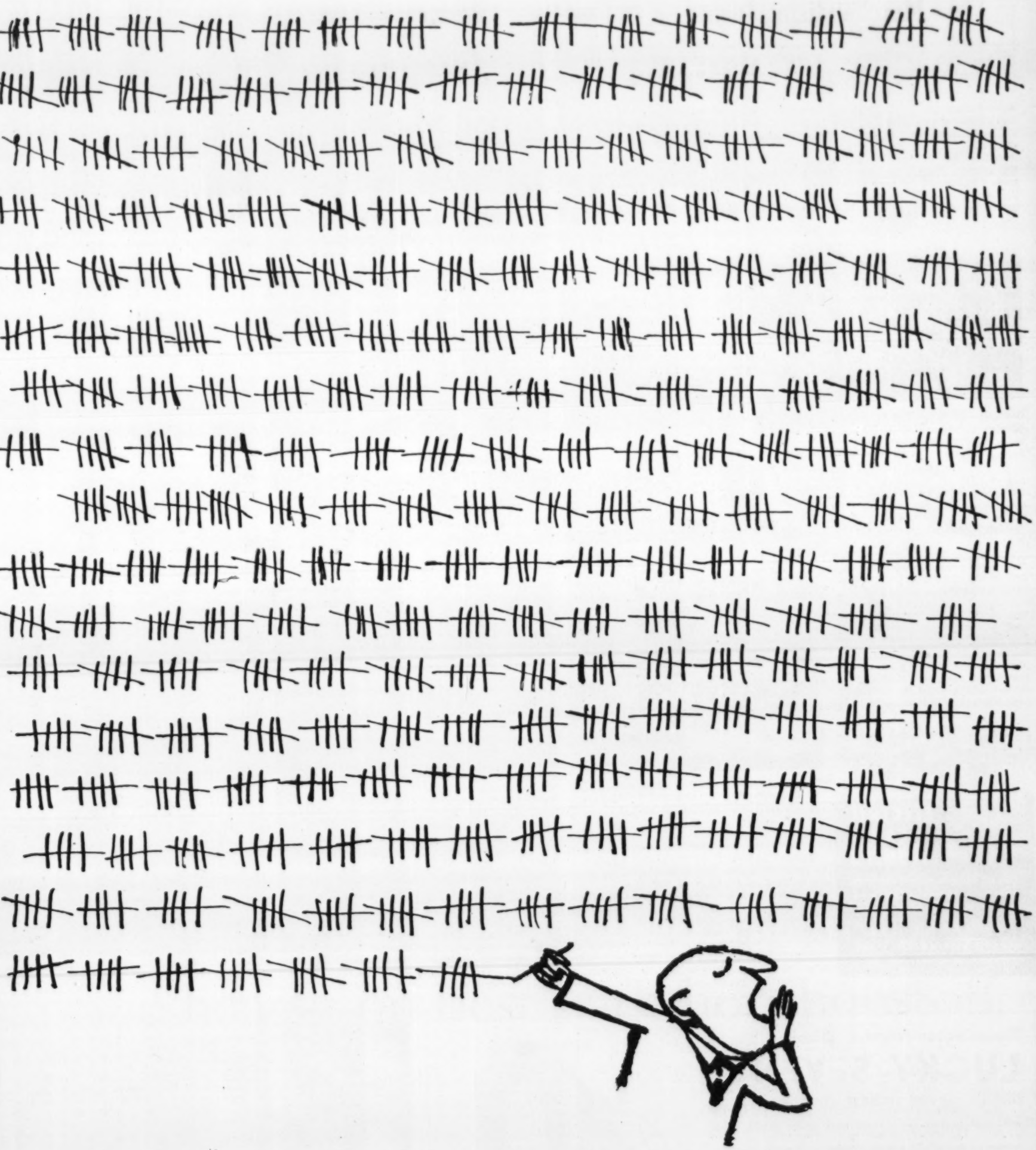
Thousands of community showings by industry, churches, clubs, and schools are arranged by MODERN each year on behalf of the companies who provide business films to further public awareness of their services and products.

Whether your company or trade association (and its film program) is big or small, professional distribution can help. For this service, look to the leader — look to Modern.

Modern Talking Picture Service, Inc.
3 East 54 Street, New York 22, N. Y.

offices in 30 major U. S. cities

The commercial is the payoff



How many yawns in a TV season? We tried to count the ways in which television commercials can be boring. It only added to the tedium. Everybody knows you have to move people before you can move merchandise. It has always been our belief that selling the product or the company is the prime function of any television commercial. **N. W. Ayer & Son, Inc.**

Merchandising Ideas

Flowers Tell of 'Suburbia' • Hundreds of advertising, marketing and agency executives have joined in an "exchange of bouquets" with *Suburbia Today*, Chicago, monthly colorgravure magazine distributed by suburban newspapers. "To us, it's orchids; to the admen, it's spring flowers for their gardens," said Harry E. Clarke, of *Suburbia Today*. To promote its 1960 growth story, *Suburbia Today* made monthly mailings

GROWTH—*Suburbia Today used this planter of marigolds as part of a three-month promotion tied around spring flowers to tell its growth story.*

featuring gains in circulation and advertising and offering free flowers to accentuate the idea of the "magnificent market of the blooming suburbs."

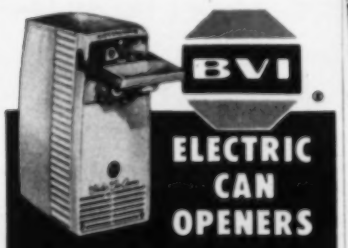
For March, *Suburbia Today* said: "Grow a 'page of flowers' on us and enclosed a page-size matting of flower seeds with a folder announcing "our biggest issue yet." The mat, when placed on a bare spot in the garden (or office window) and watered, grew a colorful carpet of flowers. For April, a jumbo mailer said that "*Suburbia Today* has doubled its pages." Included was a card to send for a complimentary indoor hotbed seed starter of marigolds. May's mailing featured the May issue of the supplement and included a packet of bibb lettuce seeds for "green thumb" advertising executives. Tobias, O'Neil & Gallay handled the promotion.

Curtis Gives AFA Messages • Delegates to the Advertising Federation of America convention in New York June 5 to 8 were able to receive messages on the convention floor, thanks to a complimentary message center service provided by Curtis Publishing Co. To reach persons at the convention, it was only necessary to dial Judson 6-5338 in New York; the Curtis message center received the message and relayed it to the proper person.

J-M Dealers Get Home Kit • A home-renewal kit is being offered to building products dealers by Johns-Manville Sales Corp. as part of a nationwide campaign to help dealers get a greater share of the anticipated home-remodeling boom in 1960. The kit contains coupons which will entitle visitors to J-M dealers' showrooms to send for a 50' Justus Roe steel tape, said to be a $4.95 value, for $2. Also included in the kit are dealer display pieces, counter cards for the tape coupons, suggested publicity releases, mats to tie in with the Johns-Manville advertising and proofs of the ads and dates of their scheduled appearances.

HOME RENEWAL KIT—*Johns-Manville Corp. is providing its dealers with this kit to stimulate sales of home remodeling products.*

Johns-Manville is backing the promotion with magazine ads in color and participations on the "Today" show (NBC-TV) through June 17. Cunningham & Walsh is handling the promotion.

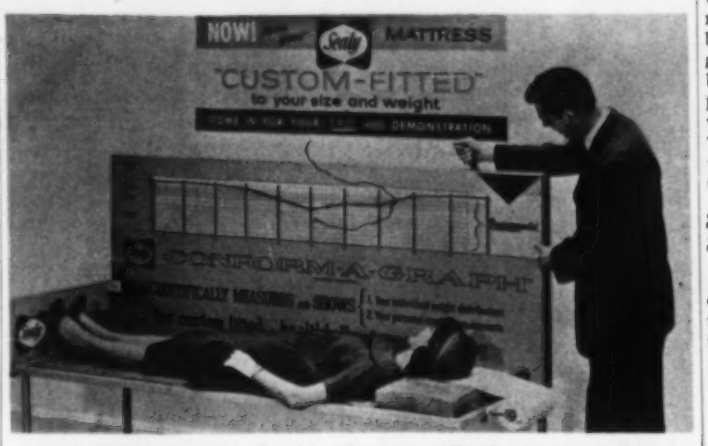


ELECTRIC CAN OPENERS

GREAT for premiums, contests, sales incentive programs. Available in all price ranges!

For complete details contact:

BURGESS VIBROCRAFTERS, INC.
Dept. A-60 • Grayslake, Ill.



CUSTOM-FITTED MATTRESS—*As the salesman pulls the lever on Sealy's new Conform-A-Graph, the customer's "comfort profile" is recorded on a graph, enabling the salesman to recommend the most suitable bedding for her.*

Sealy Device Shows Contour • The Conform-A-Graph, new machine which measures and calibrates individual bedding needs for the customer on the retail floor has been introduced by Sealy Inc., Chicago bedding manufacturer, as a long range selling aid. The unit is available as a permanent part of a store bedding display. The device produces a graph which prescribes the density required in a mattress for healthful support when the customer lies on it. Different height and weight distribution will produce varied responses on the mechanism.

According to Howard Haas, Sealy national sales manager, the Conform-A-Graph tells the posture contour of the customer interpreted in a way that the customer can actually see it. Mr. Haas said he believes the device will help stress the "importance of extra-size bedding, as well as emphasizing the need for more firm mattress support."

Doily-of-Month Club Formed • Aatell & Jones, Philadelphia, used one of its own products, a paper table place mat, to send a letter to the hotel, club and restaurant trade announcing a "Doily-of-the-Month Club" plan. Users get a supply of place mats with a different subject every month, for example, weather in April, safety in May and Dairy Month in June. The mats may be personalized and imprinted with the name of the organization using the mat.

Borden Offers Baseball Pen • Capitalizing on the nation's enthusiasm for baseball, Borden Foods Co. is introducing a timely premium promotion for Borden's instant malted milk. The promotion, designed to increase sales of both chocolate and natural flavored malted milk, offers consumers a ballpoint pen in the shape of a Louisville Slugger baseball bat. The bat pen, imprinted with the name and official emblem of the major league baseball club specified by the consumer, is available for 25¢ and the band from a can of Borden's instant malted milk.

BATTING 1.000—*This super sipper, has his eye on a complete collection of Louisville Slugger bat pens being offered by Borden Foods Co. for 25¢ each and a band from a can of instant malted milk in a premium promotion for the product.*

Borden is offering point of sale materials to promote the offer, including display risers, shelf danglers, plastic price strips and advertising mats.

U.S. Steel Tells How to Rest • Getting a good night's sleep is serious business to most folks. U.S. Steel Corp. has added a light touch to the topic with a new handbook on sleep comfort, "The Wonderful, Wacky World of Sleep —& How to Buy the Stuff It's Made of," which is being offered to the public. With illustrations by cartoonist Roy McKie, the 36-page color booklet's style gives humorous treatment to facts on why, when and how to find the best in rest. U.S. Steel is distributing the book as part of a marketing program to encourage growth in the bedding market. Three of the company's divisions produce spring wire for bedding and furniture. The booklet is being offered on written request to Sleep, U.S. Steel Corp., Pittsburgh 30.

Screen Gems Sends Game • Instead of the usual hard sell copy, the Screen Gems promotion department decided on an entertaining approach to demonstrate the merchandising possibilities of its "Ivanhoe" tv film series. The promotion piece to tv stations is a board game in which each player's knight has to make his way through the forest. The first one that gets to the castle wins. The number of spaces gained in each move is determined by a spin of the dial. As a bonus, the promotion offers an 18x24" reproduction of a 19th century print showing knights in mortal combat.

So far, requests for the print have come in from 88 stations, most of them commenting on how much the station men (and their kids) enjoyed the game, Screen Gems reported. The "Ivanhoe" series, which stars Roger Moore, has so far been sold to 36 stations, most of which plan to start it in the fall.

Polk Bros. Gives Good Humors • Polk Bros., Chicago, appliance and furniture chain, has purchased 5,000,000 Good Humor bars to help celebrate its 25th anniversary. It is the largest single order ever filled by Good Humor Corp., whose Good Humor man introduced its ice cream-on-a-stick 40 years ago. Included in the purchase was a new Birthday Cake Good Humor, created to mark the celebration. The bars are being given to Polk customers as part of a spring-summer promotion.

Bloomington-Normal, Illinois

LUCKY SEVEN . . .

Illinois' seven richest counties . . .

Rich, made-to-order test market, smack in the middle of the golden, central Illinois corn belt. Here 178,00 prosperous people maintain a surprisingly even balance between industry, education and agriculture. Each year they spend over 233 million dollars from incomes 20% above the national average.

A single advertising medium reaches them all . . . THE PANTAGRAPH . . . a "hometown" newspaper that merits the attention of more than 40,000 families in the 79½ mile wide "main street" of the Bloomington-Normal area.

R.O.P. Spot Color — plus Full Color (black and 1, 2, or 3 colors available Daily and Sunday).

Bloomington-Normal, Illinois

PANTAGRAPH

Represented by: Ward-Griffith Co., Inc.

NO, THESE ARE NOT THE SEATTLE RAINIERS—*These salesmen for Henry House, Seattle meat packing company, (out of Grant Advertising, Seattle) are wearing official Seattle Rainier baseball uniforms to promote the Henry House sponsorship of Rainier games on KTNT-TV. Sales team members hope to boost their batting averages in meat sales. Henry House has obtained the hot dog concession at Sick's Seattle Stadium, home of the Rainiers, to boost its wieners. A special baseball promotion, using in-package premiums, and a merchandising drive with Little League teams have been launched.*

She hears you best with her shoes off

No school bus, no laundry, no rush. No reason at all that she can't settle down, relax, and enjoy herself while she reads and shops in **Sunday** Magazines.

That's the beauty of **Sunday**. Your advertising is read with time and interest. Starch figures show women read and remember more of the four-color national ads in **Sunday** Magazines than they do similar ads in Life, This Week, McCall's, The Post and four other competitors. Yet, you pay less $ per thousand in **Sunday** than you do in the others.

Reading the Sunday papers is a thriving family tradition. Reaction to the ads in the Sunday papers is a proven fact. **Sunday** Magazines' readers spend more money for food, automobiles, cigarettes, appliances, travel, photographic equipment, vacation travel – and just about any other column on a marketing table – than do readers of any other publication. Each week **Sunday** Magazines enter 18,300,000 homes in America's top markets. Go in with them. You'll meet more people, earning more money and buying more products than you will in any other publication.

If you want to talk to 50% of the families in 50% of the markets where 50% of all retail sales are made – there's just one *best* way in print: The **Sunday** Magazines' 50-50-50 plan.

For more information on how and why **Sunday** advertising is translated into more sales on Monday and Tuesday and Wednesday and so on . . .

. . . just turn the page.

She hears you best with her shoes off

Shod, or unshod, **Sunday** Magazines deliver more adult readers than any other publication you can buy. If you'll call MU 9-8200, a **Sunday** salesman will be pleased to fill you in on all the other categories where **Sunday** Magazines prove out as the one "must" for your national schedules.

1 CIRCULATION

Sunday	18,264,850
THIS WEEK	13,186,045
READER'S DIGEST	12,000,000
AMERICAN WEEKLY	10,044,396
PARADE	9,594,210
LIFE	6,500,000
SAT. EVE. POST	6,250,000
LADIES' HOME JNL.	6,000,000
McCALL'S	6,000,000
BETTER H. & G.	4,850,000

2 AVERAGE FAMILY COVERAGE

	Total U.S.	176 Metro Areas
Sunday	37%	46%
THIS WEEK	26	30
READER'S DIGEST	23	24
AMERICAN WEEKLY	21	25
PARADE	18	22
LIFE	11	13
SAT. EVE. POST	10	10
LADIES' HOME JNL.	10	11
McCALL'S	9	9
BETTER H. & G.	8	9

3 CPM 4-COLOR PAGE

Sunday	$3.44
THIS WEEK	3.80
READER'S DIGEST	3.35
AMERICAN WEEKLY	3.86
PARADE	3.92
LIFE	6.83
SAT. EVE. POST	6.68
LADIES' HOME JNL.	5.00
McCALL'S	4.76
BETTER H. & G.	5.88

4 AVERAGE READERSHIP BY WOMEN OF EDITORIAL PAGES ONLY

	Noted	R.M.
Sunday	71%	41%
THIS WEEK	56	33
READER'S DIGEST	n.a.	n.a.
AMERICAN WEEKLY	64	40
PARADE	n.a.	n.a.
LIFE	51	27
SAT. EVE. POST	n.a.	n.a.
LADIES' HOME JNL.	59	36
McCALL'S	n.a.	n.a.
BETTER H. & G.	n.a.	n.a.

5 WOMEN READERSHIP 4-COLOR NAT'L ADS

	Noted	R.M.
Sunday	53%	10%
THIS WEEK	46	9
READER'S DIGEST	34	7
AMERICAN WEEKLY	47	10
PARADE	54	10
LIFE	34	6
SAT. EVE. POST	37	6
LADIES' HOME JNL.	46	11
McCALL'S	42	8
BETTER H. & G.	40	6

6 1959 ADVERTISING REVENUE

Sunday	$50,000,000
THIS WEEK	42,800,000
READER'S DIGEST	33,100,000
AMERICAN WEEKLY	15,800,000
PARADE	24,500,000
LIFE	134,400,000
SAT. EVE. POST	97,600,000
LADIES' HOME JNL.	30,800,000
McCALL'S	20,300,000
BETTER H. & G.	25,600,000

7 NUMBER OF MEN READERS 18 AND OVER

Sunday	15,160,000
THIS WEEK	10,153,000
READER'S DIGEST	9,600,000
AMERICAN WEEKLY	7,634,000
PARADE	7,196,000
LIFE	6,110,000
SAT. EVE. POST	5,625,000
LADIES' HOME JNL.	1,080,000
McCALL'S	1,260,000
BETTER H. & G.	1,940,000

8 NUMBER OF WOMEN READERS 18 AND OVER

Sunday	17,352,000
THIS WEEK	11,999,000
READER'S DIGEST	11,280,000
AMERICAN WEEKLY	9,040,000
PARADE	8,539,000
LIFE	6,435,000
SAT. EVE. POST	5,625,000
LADIES' HOME JNL.	6,360,000
McCALL'S	6,420,000
BETTER H. & G.	4,899,000

SOURCES

1. Newspaper Distributed Magazines—ABC Publishers' Statements 3/31/59. General Magazines—Publishers' Guarantees.
2. Circulation—Latest available Audit Reports 1/1/59. Households—Sales Management 5/59.
3. Rates—Latest announced rates—SRDS March 1960. Circulation—Newspaper Distributed Magazines—ABC Publishers' Statements 3/31/59. General Magazines—Publishers' Guarantee.
4. 5. Daniel Starch & Staff.
6. P.I.B. and publishers' own estimates
7. 8. Circulation: Newspaper Distributed Magazines—ABC Publishers' Statements 3/31/59. General Magazines—Publishers' Guarantee. Audience: Daniel Starch & Staff.

Sunday

Adman in the News . . . Elmo C. (Bud) Wilson

NEW YORK, June 9—1960 is turning out to be a red letter year for Elmo C. Wilson, known to everyone in the international advertising field as Bud Wilson.

Elmo C. Wilson

Today he became the first research man to be elected president of the 22-year-old International Advertising Assn. On June 25, his 21-year-old daughter, Judy, will be married. And next Sept. 24, his 24-year-old son, Jay, who works for the *Reader's Digest* in the promotion department, will also be married.

Bud and his wife, the former Harriet Ellis, have no other children, and so they will now have a little more free time to indulge themselves. The Wilsons have been married 31 years.

Part of this indulgence undoubtedly will be devoted to foreign travel. As president of International Research Associates, probably the foremost company in the field of international market research, Bud already sees a good part of the world every year.

He took a swing through Latin America last February and March, and he returned from a trip to Europe May 27.

■ Bud Wilson is a ruddy-looking Minnesotan who entered the commercial world through academic portals. He took his undergraduate and graduate work at the University of Minnesota and stayed on to teach courses in public opinion and current history at the university's journalism school.

Not many people realize that it was Bud Wilson who originated the current affairs test that used to run regularly in *Time*. He suggested the idea to *Time* while he was still at Minnesota.

"They turned down the idea at first," he recalls. "But the letter showed that they had given it some serious thought and so I got into my car and drove to New York to see if I could change their minds. By the time I reached the *Time* office, they had already changed their minds. I walked in and was greeted with, 'When do we start?' "

Bud then wrote the current affairs test for 18 years.

■ He left academic life in 1940 to join Elmo Roper & Associates in New York. In 1941, he went to Washington to work on public opinion and research in connection with the war effort, serving with the variously named units that eventually came to be called Office of War Information.

He was sent to Europe in 1945 to serve with SHAEF, doing public opinion surveys in the liberated areas.

After the war ended, he returned to New York and joined research-minded Columbia Broadcasting System, serving as its director of research until 1948.

He then became president of IRA, a research company established in 1945 by Elmo Roper and Joshua B. Powers.

Up to that point, IRA was entirely concerned with research in Latin America, and much of its work was in the field of public opinion surveys. It had a New York staff of six.

■ The orientation and volume of work changed as economic conditions abroad improved and U.S. companies began to look for solid market information.

Today, IRA still maintains a strong hand in public opinion research, but market research has become the more important activity. There are 20 professionals employed in the New York office, and last year IRA and its subsidiaries in Caracas and Rio de Janeiro did a volume a little under $1,000,000.

IRA offers market research services throughout the world via a network of affiliated companies. In most cases, these affiliates are important locally owned research companies.

IRA will work on a yearly retainer fee or will do one-shot jobs. Standard Oil Co. (New Jersey) is a longtime retainer client. Ford, Coca-Cola and *Reader's Digest* are among the other international giants using IRA today.

■ IRA's jobs are varied. Among the recent projects: An audience study for the *Reader's Digest*, a check on the market for a new food product in Mexico, a public opinion survey for an oil company in India, a survey for a copper manufacturer in Chile, and a study to determine overseas markets for an American encyclopedia. It is currently pitching for a multinational European study for a major tire manufacturer.

IRA established a subsidiary, Elmo C. Wilson Inc. a few years ago to handle domestic research business. In the U.S., it does a good deal of public opinion work. The Ford Foundation has been a consistent client.

Bud likes to relax on his 26-acre place up in Sherman, Conn. The Wilsons also have an apartment in Larchmont, N. Y. Bud likes to fish and garden.

■ During the regional IAA convention in Caracas last February he was searching desperately for an out-of-the-way place where he could fish and avoid the carnival festivities that were about to begin in Latin American countries. He reports that he was unsuccessful and had to go through another carnival in Rio.

He reports that the carnival celebrants in Rio have now come up with a new device to insure that interest does not flag. They fill up Aerosol tubes with ether and when things get a little dull, they just start spraying—and everyone is renewed. #

Miranda to Leave Dresser; Will Remain Consultant

M. S. (Steve) Miranda, advertising director of Dresser Industries, Dallas, will leave this post June 15. Mr. Miranda has been with Dresser for 12 years. He said he will continue to be employed by Dresser as a consultant.

M. S. Miranda

Mr. Miranda is a former president of National Industrial Advertisers Assn., now Assn. of Industrial Advertisers.

Two Join Crawford Agency

F. Earl Crawford Jr. and Harry C. Baldwin have become associates with F. Earl Crawford Advertising Agency, Charlotte, N.C. Mr. Crawford has been exec vp of Ayer & Gillette. Mr. Baldwin was with Metropolitan Sunday Newspapers, New York.

Levitt Agency Changes Name

Charles Levitt Co., Los Angeles, will change its name June 15 to Levitt & Brandt Inc. Charles Levitt continues as president of the agency and Edwin Brandt is exec vp. The agency will keep its present headquarters at 1544 N. Highland Ave., Los Angeles.

DISPENSER—*Stamp-O-Matic, Los Angeles, which makes the automatic trading stamp dispenser shown here, has named Marting & Tuttle, Los Angeles, to handle its advertising. The machine will hold a roll of 55,000 stamps.*

Beatrice Foods Spent $8,214,043 on Ads, Promotion in 1959

CHICAGO, June 7—Beatrice Foods Co. spent $8,214,043 for advertising and sales promotion during fiscal 1959, the company told a stockholder's meeting last week.

The total is $1,139,051 more than the amount spent in fiscal 1958—$7,075,992. During the 1957 year the total was $5,901,202.

Outdoor signs will be used heavily again in fiscal 1960, including a heavy outdoor drive for Meadow Gold milk, according to William G. Karnes, president.

■ Both sales and earnings for Beatrice Foods reached alltime highs in the fiscal year ended Feb. 29, 1960. This was the tenth consecutive year that dollar sales have risen, and the eighth consecutive year that earnings exceeded those of the previous year.

Net sales were $443,058,795, 14.9% above fiscal 1958. Net earnings were $10,305,308, a 16.2% rise above the previous year.

Mr. Karnes said sales during March and April were up 8% from the same two months a year ago, and net earnings were 11% above the year-ago period. #

Mogul Williams Sets Int'l Expansion via Publivinco

Mogul Williams & Saylor, New York, has become the first U. S. consumer agency to join Publivinco, a worldwide network of associated advertising agencies. The move was made through Dudley, Turner & Vincent, London associate of Mogul Williams since 1955. Dudley, Turner helped form the Publivinco network, which now includes 54 agencies in 40 countries.

Sidney M. Weiss, exec vp of Mogul Williams, said the new affiliation will enable the agency to offer greater service to clients with foreign business and will also put the agency in a position to service foreign companies marketing in the U. S.

Agency Broadcasters Elect

Len Levy, of North Advertising, has been elected president of Agency Broadcast Producers Workshop of Chicago. Other officers include Lincoln Scheurle, J. Walter Thompson Co., vp; Bill Fisher, Henri, Hurst & McDonald, secretary, and Jack Leonard, George H. Hartman Co., treasurer.

Robertson Names Berry

Chapman Berry, formerly with William Zinsser & Co., New York, has joined Robertson Paper Box Co., Montville, Conn., as advertising and sales promotion manager. He succeeds G. E. Fitzgerald, who is no longer with the company.

Townsend, Millsap Promotes 2

Merton E. Millsap, manager of the Los Angeles office of Townsend, Millsap & Co., publisher's representative, has moved to the company's San Francisco office, where he will handle Los Angeles as well as San Francisco accounts. Winn Nance, who was with Townsend, Millsap in 1948 and 1949 and most recently was in the Los Angeles office of *Sports Illustrated*, has been named manager of Townsend, Millsap's Los Angeles office.

Tyson Names Fohl

Otto A. Fohl, acting research director of O. S. Tyson & Co., New York, since the death of director William J. Stokes last September, has been named research director of the agency.

iTP
A NEW STANDARD FOR MEASURING THE EFFICIENCY OF THE ADVERTISING DOLLAR
OIL AND GAS JOURNAL
TULSA, OKLAHOMA

1,433,915 Negroes Can't Be Wrong!

Negroes in six important Rounsaville Radio areas know what they like. Each year they spend 80% of their near-billion dollar income on consumer goods they like. And you must aim right or you miss the buying power of these Negroes . . . consumers with $824,000,000 to spend—*AFTER* taxes! This enormous consumer potential can influence the national sales picture of *any* product. And NEGRO RADIO, and ONLY Negro Radio, can reach them. Over 95% of all Negroes listen to radio! Negroes buy the products they hear about on their radio—NEGRO RADIO. A proper part of your advertising dollar *must* go to Rounsaville Radio, or you miss this market! Get the facts on Rounsaville Radio—all six stations are number-one rated by *BOTH* Pulse and Hooper! Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today!

Personal Letter

Everyone in the world appreciates recognition. Certainly the people to whom we program, the American Negro, is no exception to this rule. That is why we, at Rounsaville Radio, program exclusively for the Negro with Negro talent. Our continued success at Rounsaville Radio is based on this knowledge and how we use it. We play the music he likes, feature news of interest to the Negro community, and highlight his achievements. You can make excellent use of our Know-How to sell your products. Call on us, we'll be happy to help you. We are one of the oldest and the *largest* broadcasters in our chosen field.

ROBERT W. ROUNSAVILLE
Owner-President

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!
WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!
WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!
WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!
WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!
WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL—DISCOUNTS WITH TWO OR MORE!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE, *Owner-President*
JOHN E. PEARSON CO., *Nat'l Rep.*
ROUNSAVILLE RADIO
HAROLD F. WALKER, *V.P. & Nat'l Sales Mgr.*
DORA-CLAYTON, *Southeastern Rep.*

Young Chicago loves to buy...

...the Chicago Sun-Times

Don't *all* young families love to buy? Of course—but in Chicago there's a difference. In Chicago you can *concentrate* on young families. Advertise in the Sun-Times: more than half its readers are men and women 35 and under!

Since '33, GM Researchers Have Learned to Diversify Questions, Use Volunteer Comment

DETROIT, June 7—Since the early 1930s, General Motors has been using customer research to insure against the multi-million dollar risk of introducing new models to the public.

Its customer research department was the first of its kind created by an auto company to seek advance advice from car users, and the company is still finding new methods to obtain guidance from the public.

GM searches for two types of consumer reaction. First, an approach is made to the average motorist for his views on styling and use. In addition, the company has built up over a period of years a list of special correspondents, who take more than a passing interest in problems of engineering design and who possess the ability to project their thinking somewhat beyond what they actually see in the current models.

■ The late Henry G. Weaver, father of GM's customer research department, once quite frankly asserted: "The only object of General Motors customer research is to help General Motors sell automobiles."

And to sell more cars, customer research (1) helps keep GM products more sensitively in line with consumer tastes and desires; (2) substitutes facts for opinions on the intangible aspects of sales and advertising procedures, and (3) keeps consumers interested and posted on engineering progress, thereby compensating them to some degree for their cooperation in answering questionnaires.

In 1933, Mr. Weaver devised the company's initial large-scale questionnaire booklet, "The Proving Ground of Public Opinion," and sent it to 1,000,000 car owners. The booklet was an interesting and attention-getting effort, written with a chatty, homespun approach. The mailing brought a return of 20 mail bags a day.

Rarely, in recent years, has a mailing been sent to as large a group as the 1,000,000 who received the first questionnaire. Experience has shown that a much more limited sampling will bring the same results. Mailings are still large enough, however, to permit a variety of breakdowns of the returns—geographical area, type of car user, age of car and numerous other areas.

PIONEER—*The late Henry G. Weaver, who founded GM's customer research department.*

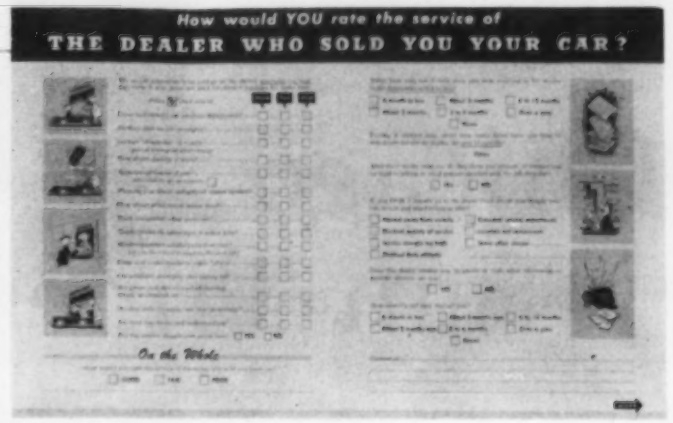
■ When Mr. Weaver died in 1948, he was succeeded as director of customer research by Roland S. Withers, his top assistant at the time. Marsden Thompson took over as director in 1955, when Mr. Withers was named general manager of GM's United Motors division.

Marsden Thompson

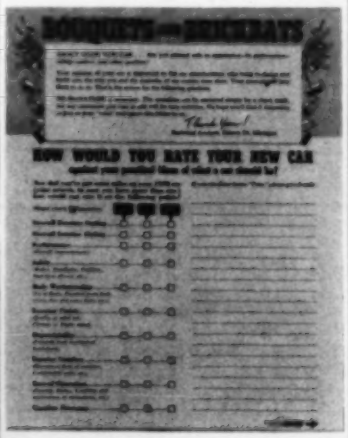
Mr. Thompson is a GM veteran who served briefly with the company's export division in Australia and then returned to Detroit to become a parttime worker under Mr. Weaver in the early depression days. He attained permanent status in customer relations as one of three or four employes on hand when the first deluge of mail resulted from Mr. Weaver's initial mailing.

"The worth of the initial questionnaire was proven many times over," says Mr. Thompson, "and the department grew from there. At present, we have about 30 staff members, and we use much help from independent outside mailing companies and independent tabulating companies."

Soon after the first mailing, GM took page ads in *Collier's*, *The Saturday Evening Post* and *Time*. These ads invited further public participation, with a coupon attached for those who wanted to join in.



DEALER RATING—*This rating sheet, mailed recently by GM through National Statistical Surveys, Detroit, asked motorists to rate the dealers who sold them their new cars.*



BLIND QUERY—*Statistical Analysts, Detroit, was used by GM to mail this recent questionnaire to new car owners.*

■ Currently, the department mails 35 to 40 questionnaires of different types annually, pursuing varied lines of inquiry for the central GM organization and various divisions. Some of the mailings are in booklet form; some are streamlined, easy-to-absorb-and-answer cards. Questions may be on styling features, prices, service or repairs or an "umbrella" inquiry along the lines of the original effort by Mr. Weaver.

When it is thought advisable to mail a questionnaire without revealing the source, the department employs direct mail companies to make the inquiries, while maintaining close control over the questionnaire itself and the list to which it is sent. National Statistical Surveys, Detroit, is one used by GM frequently. Another is Statistical Analysts, Detroit, which also provides mechanical and tabulating help by processing returns for punch card use.

The auto divisions of General Motors make much use of the customer research department, seeking its aid in devising the booklets which have been received by many GM car owners. Frigidaire division likewise uses the department frequently to seek information and suggestions from home appliance users.

■ Not all of the information gained by the department, however, is obtained by mailed questionnaires. Every large auto show which has been staged in the past few years—either industrywide or the special GM Motoramas—has been heavily staffed by customer research men. They mingle with visitors, engage in conversation and listen to sideline remarks about the new models. Sometimes they identify themselves; often they remain incognito. The information they bring back is screened and classified just as the mail returns are.

The customer research department has its own creative writing staff, which determines the language of questions and interprets results for the GM executive staff. This staff also handles replies on the multitude of correspondence received by the department.

Its own art department takes care of layouts and illustrations for booklets and questionnaires. There is a report section, which digests returns and makes analyses.

■ Mr. Weaver's technique of injecting a personal touch in the questionnaires, to keep them "intimate, intriguing and entertaining," still is characteristic of GM's customer research department, and has been a model for other companies.

The personal touch reportedly sparks hundreds of thousands of spontaneous letters and comments each year, creating an extremely valuable adjunct to the questionnaire data. These chance remarks and random observations from car users are often more revealing and more suggestive of a course of action than the straight statistics. Mr. Weaver once referred to them as "vitamins of human understanding." #

THE
OF PROVING GROUND
PUBLIC OPINION
"There is only one person qualified to say just what the motorist prefers, and that person is THE MOTORIST HIMSELF"
GENERAL MOTORS

IN 1933—*This ad appeared in Time on Oct. 23, 1933, inviting readers to send for the first GM questionnaire booklet.*

THE "FACE" OF THE CAR
Most people identify cars by their front end. Thus the radiator is a very important item of appearance.
Which of these styles do YOU like best ?
CHECK ☑ ANSWER
FLAT FRONT
"V" TYPE (PLAIN)
NARROW V-TYPE FRONT
"V" TYPE GRADUALLY CURVING OUTWARD
BLUNT CURVED FRONT
OR PERHAPS YOU'D LIKE TO SKETCH YOUR OWN IDEAS.
"In contrast to most mechanical products (or rather to a greater degree than is the case with many other mechanical products) motor car design must give consideration to style as well as utility."

STYLE QUERY—*A page from the 1933 GM booklet, "The proving ground of public opinion," asks motorists to select the design of grille or "face" they like best.*

'Tribune' Names Petersohn

Albert E. Petersohn has been named manager of general advertising of the *South Bend Tribune*, succeeding Edward J. Meehan, who has retired after 31 years in that post. Mr. Petersohn has been with the *Tribune* for five years; he joined the general advertising staff in 1957.

Copy Workshop Set

Jerry Verbel, copy chief of Riedl & Freede, New York and Clifton, N. J., is organizing an Advertising Copy Workshop to be held in Newark. Initial plans are for a 10-week session to begin June 29. Information is available from Mr. Verbel, who will conduct the workshop.

Baltimore Transit Names Rep

Baltimore Transit Co. has named Dick Rudolph Transit Ads, Baltimore, as sales representative for advertising on its vehicles.

Hodges Named VP

Liller, Neal, Battle & Lindsey, Atlanta, has promoted R. E. Hodges Jr. to vp. Mr. Hodges has been with the agency for nine years.

To National Advertisers

Study the retail advertiser picture among New York's seven dailies. For instance, what paper is first in hotel and restaurant advertising? The Mirror.
When such a great store as Abraham-Straus puts The Mirror in second place among New York's seven dailies in total linage used, it means just one thing: Results.

Make The Mirror a MUST!

PUT SOME KICK IN YOUR
FOOTBALL
PROMOTION
THIS FALL
EXCLUSIVE TERRITORY CONTRACTS NOW BEING SIGNED DURING JUNE AND JULY ONLY FOR —
TOUCHDOWN
For something different and sensational to intrigue the public and gain top results — WRITE NOW — DON'T WAIT.
PROMOTION TIME U.S.A.
901 EAST 8TH AVE.
DENVER 18, COLORADO
ACOMA 2-7539
PLEASE SEND PARTICULARS
MR. TITLE
CITY STATE
FIRM
ADDRESS

Illustrator: William G. Jacobson, a fluent line draughtsman and colorist associated with Stevens-Gross Studios, Chicago, is well-known for his editorial and advertising illustrations for national magazines.

the sponsor of the wedding

The wedding was brilliant and costly. The church was crowded. All eyes were fixed on the bride and groom. Everyone agreed it was a wonderful affair. The greyhaired sponsor . . . who paid the bills . . . stood modestly, almost anonymously, in the background. Some spectacular and costly advertising in vogue today suggests this situation. The show is magnificent . . . but the name of the sponsor is buried in the background. One basic advantage of advertising in America's national magazines is that the sponsor runs his own show . . . and holds the spotlight in the space he buys. And the reader pays . . . by subscription or cash at the news stand . . . for the editorial service that sets the stage for the advertiser.

Many of the most colorful and successful advertisements run in national magazines during the past quarter-century were printed from photoengravings made here at CM&H from copy sent to us by advertisers and agencies from coast to coast. We have watched the progress of America's national magazines from a front-row seat . . . and these advertisements, prepared in cooperation with well-known magazine artists and photographers, express our appreciation of their basic role in national advertising.

COLLINS, MILLER & HUTCHINGS, INC.

America's finest photoengraving plant for letterpress and gravure
333 West Lake Street, Chicago

Along the Media Path

Conover-Mast Publications has established a policy for closing dates and extensions which will be put into effect with July issues in an effort to "eliminate a fantastic waste" of time and money. Under the policy an advertiser may be granted an extension of two working days after official closing to get plates to Conover-Mast books, "if necessary." If he is unable to meet the extension deadline, the advertiser may submit a standby plate within the two-day extension and get an additional three working days.

• **WRCV**, Philadelphia, and the Levittown Businessmen's Assn. cooperated in a free "Dancing in the Square" program at the Levittown Shoparama shopping center. The program included outdoor dancing to a live 13-piece orchestra, with WRCV personalities handling emcee chores; door prizes; an exhibition of ballroom dancing by Arthur Murray representatives, and a half-hour live remote pickup of the affair over WRCV.

• The **Gary Post-Tribune**, Gary, Ind., published a record weekday 104-page edition May 25, climaxing a two-month "Steelmark Days" sales promotion. The edition carried 242 separate advertisements and consumed 52 tons of newsprint.

• **Field & Stream** sponsored the first National Conference on the Shooting Sports in New York on June 8. Aims of the conference, attended by top sportsmen, outdoor writers and heads of industry, were to organize a large scale effort to promote gun safety and recreational programs to create a better public understanding of the sport.

• **KRON-TV**, San Francisco, has presented framed replicas of its three awards for its news programs to its sponsors, Bristol-Myers and Colgate-Palmolive. The awards were recently presented to the station of *TV Radio Mirror*; the Associated Press; and a joint award by the National Press Photographers Assn., University of Missouri school of journalism and the Encyclopaedia Britannica.

• **Packaging Progress** devoted its April issue to Hiram Walker Inc.'s $5,000,000 modernization program. This magazine-length feature was the first of its kind to run in the magazine.

• As a result of the transfer of its printing operation from Amsterdam to London (AA, Dec. 9), **Newsweek's** European edition will have a larger trim size—8 5/16 x 11⅛", effective with the Sept. 5 issue.

• A special 20-page "Diet & Figure Control" section was published by the **New York Post** in its May 23rd issue. The section carried a wide variety of features on diet and figure control, including a nine-day diet, recipes, and calorie charts.

EDITORIAL AD—*WAGA-TV, Atlanta, used this 1,000-line ad in the Atlanta Journal and Constitution to announce the inauguration of its own nightly editorials at 6:40 p.m. and 11:10 p.m. McCann-Marschalk is the agency.*

• **McGraw-Hill** has published "Quick Facts About McGraw-Hill," a 16-page booklet which gives basic statistics on company operations and is the first attempt to consolidate the information into one compact, easily-read source. Copies of the booklet are available from any McGraw-Hill district office or from Walter Persson, promotion manager, McGraw-Hill, 330 W. 42nd St., New York 36.

MAIL ORDER CONSULTANT
Nationally recognized Mail Order expert, whose analysis and creative ideas for 37 years have sold millions of dollars, nationally and internationally, available to consult with advertisers and agencies. Complete Analysis Plan on any mail order problem—merchandise or offer direct from ad, mail follow-up, Home Study Schools, Direct Selling, Direct Mail, etc. If not making satisfactory profit, send outline of problem (CONFIDENTIAL) for estimate of fee in advance. Box 241, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

Peterson Tucker
Wolf Coleman

MILESTONE—*Lewis Coleman, manager of KSEO, Durant, Okla., signs on as the 1,100th affiliate of Keystone Broadcasting System. Officiating for the 20-year-old Keystone organization at the Chicago signing are Sidney J. Wolf, president; Edwin R. Peterson, senior vp, and Charlotte Tucker, director of station relations.*

• **WRCV** and **WRCV-TV**, NBC outlets in Philadelphia, has been awarded an industrywide safety award by the Safety Council of the Chamber of Commerce of Greater Philadelphia.

• **WPEN**, Philadelphia, has been awarded a National Safety Council Award for its year 'round efforts in promoting highway safety through its daily broadcasts of the "Skyway Traffic Reports," broadcast directly by shortwave from the WPEN helicopter.

• **KMTV**, Omaha, delivered birthday cakes to each of the city's fire stations in celebration of the department's 100th anniversary.

• Delegates to the Advertising Federation of America convention in New York, June 5-8, were able to receive messages on the convention floor through a message center service provided by **Curtis Publishing Co.** Persons wishing to reach a delegate dial a special number to reach the Curtis message center which will then relay the message to the proper source.

• The **Miami News** carried both its annual air-conditioning section and its annual summer fishing guide section in its June 12 issue.

• **WJXT**, Jacksonville, Fla., has moved into its new office building, Broadcast House, which covers 40,000 sq. ft. and includes two identical studios, three conference rooms, two lobbies and two video tape machines.

• More than 700 men's apparel retailers across the nation and in Canada are participating in **True's** 1960 Father's Day apparel promotion. Each of the retailers participating on an exclusive city-wide basis received kits containing jumbo window posters and colorful counter cards for display in its store.

• The **Washington Post**, in cooperation with the Home Builders Assn. of Metropolitan Washington, published a special Home Buyers Week section May 14. Included in the section were articles on home maintenance, improvements, financing, planning, layout and color schemes.

• **Esquire** is mailing 35,000 hard-bound cartoon albums to prospective advertisers and agencies as part of its ad merchandising campaign for the magazine's Christmas Jubilee issue.

• **Canadian Broadcasting Corp.** reports two-thirds of the tv sets in Canada were tuned to its evening telecast of the wedding of Princess Margaret and Antony Armstrong-Jones on May 6. At the same time, a Sindlinger & Co. survey reveals more than half of the U.S. adult population watched the wedding on television.

• The Metropolitan Fair & Exposition Authority has named Chicago's new lake front exposition center McCormick Place in tribute to the late Col. Robert R. McCormick, editor and publisher of the **Chicago Tribune.**

• **KDAL**, Duluth, received editorial support from its competitor-owned newspaper the **Duluth News Tribune**, for its spring campaign to increase tourist volume. The station urged listeners to invite friends and relatives in other parts of the country to visit Duluth during their summer vacations. City maps and area tourist guides were also available from the station.

• A 40-page booklet containing the results of a reader impression research conducted by Daniel Starch & Staff in **Business Week** in 1959 has been published and is available at no charge from the promotion department, *Business Week*, 330 W. 42nd St., New York 36.

• **Better Homes & Gardens** distributed several thousand "Convention Survival Kits" at the recent Super Market Institute convention in Atlantic City. Contents in the kit included a Baby Ruth candy bar, a Band-Aid, Alka-Seltzer, vegetable bouillon cubes, and Wash-'n-Dri towelettes.

• More than 1,000 department stores and specialty shops across the country participated in **Ladies' Home Journal's** special spring fashion promotions for 1960. Display material for store windows and interiors featuring adaptations of the theme, "Pretty spring, pretty color, pretty you," was used by the fashion sections of department stores as well as 594 shoe stores and 288 foundation stores.

• The **Montreal Star** marked the largest production job in its 92-year-old history with its May 28 issue, with a 112-page tabloid supplement devoted to 60 years of progress in the province of Quebec.

• In an effort to clean up political campaign posters following primary elections, **WQAM**, Miami, offered to pay 5¢ each for the first 50 posters brought to a designated spot and 1¢ each for additional posters. The program, which ended with a bonfire of the posters, was endorsed by the mayor, the city manager and the beautification committee of the Miami-Dade County Chamber of Commerce.

• **Look** has developed a new printing process, Look-Kromatic, a white-ink printing, which makes it

SAN DIEGO CALIFORNIA BUYS

Quad - City newspapers serve 279,700* metro area people daily. Use the **Dispatch** and **Argus** to sell the 159,200* Quad - Citians who live on the Illinois side, plus additional thousands in the surrounding trade area.

56% of Quad - Citians live on the Illinois side.

*1960 Sales Management Survey of Buying Power

THE QUAD-CITIES' LARGEST COMBINED DAILY CIRCULATION
THE MOLINE DISPATCH
THE ROCK ISLAND ARGUS
NATIONAL REPRESENTATIVE — THE ALLEN-KLAPP CO.

3RD LARGEST MARKET IN ILLINOIS - IOWA

possible for advertisers to achieve strong display of white goods or white elements in an ad. It is being offered to advertisers on a first-come-first-served basis, with 12 pages per issue available initially, starting with the Aug. 16 issue.

• **Department of New Laurels:**

Circulation of **True** for the first quarter of 1960 came to 2,650,454, a 15.1% gain over the first quarter in 1959.

The Saturday Evening Post's advertising revenue of $23,250,503 for the first quarter of 1960 was an 18.57% increase over the same 1959 period.

Look will carry 787 advertising pages in the first half of 1960, a gain of 21% over the comparable 1959 period. Advertising revenue of $27,603,000 for the same period showed a 33% increase over the first six months of 1959.

Teen's advertising linage increased from 11,242 lines for the first five months of 1959 to 32,228 lines for the same 1960 period.

Gross ad revenue of **Time** for the first five months of 1960 reached a record total of $22,800,000, a 21.4% increase over the 1959 figure.

Fortune will have carried 1,132 advertising pages in the first six months of 1960, a gain of 187 pages over the same period last year.

International editions of the Reader's Digest carried 6,099 advertising pages in the first four months of 1960, compared with 5,389 pages in the same period in 1959.

Advertising revenue for **Farm Journal** for the first four months of 1960 came to $4,693,263, an 8.3% increase over $4,334,057 recorde in the comparable 1959 period. #

Edison Launches New Batteries

The storage battery division of Thomas A. Edison Industries, West Orange, N.J., is using direct mail and business papers in June to plug two new batteries for railroad service, to be introduced at the Railway Electrical & Mechanical Supply Exposition in San Francisco, June 13-16. To announce "the birth of twins," a Dynaclad battery for diesel engine starting and a nickel-cadmium battery for low temperature power applications, Edison sent three-color announcements with a large safety pin, to 5,000 railroad executives. Two-color spreads in June issues of *Modern Railroads, Railway Age* and *Railway Purchases & Stores* will also be used.

GOA Names Blondin

General Outdoor Advertising Co., Chicago, has appointed Edward J. Blondin manager of its national paint service department. Mr. Blondin joined GOA's Chicago branch in 1949 and for the past six years has concentrated on expanding the company's cutout rotary program.

Frye Opens Consultancy

Eldon Frye has resigned as assistant director of advertising of the Convair division of General Dynamics to open his own consultancy with offices at 1430 Via Alta, Del Mar, Cal. As a commercial artist, Mr. Frye will specialize in cartoons and portrait sketches for business purposes.

Aniline Names Berger

Dr. Richard Berger, who has worked in market research for General Aniline & Film Corp., New York, for eight years, has been named supervisor of market research of the company's dyestuff and chemical division, a new post.

Walden to Beaumont & Hohman

Walden Co., Seattle, maker of pharmacological prescription products, has appointed Beaumont & Hohman to handle its promotions to the medical profession. Initial agency activities will promote Dysmengesic. Direct mail and professional journals will be used.

Kavaleer Heads WADO Sales

Sydney Kavaleer, formerly general sales manager of WNTA, Newark, has been named to the new post of vp of sales of WADO, New York.

McGovern Joins Hockaday

Walter McGovern, formerly a group head at Batten, Barton, Durstine & Osborn, has joined Hockaday Associates, New York, as a vp and account executive.

Whether it's PRINTED BROADCAST TELECAST

Somebody may allege that it's Slander, Libel, Piracy of his stuff, Invasion of his Privacy, Violation of Copyright — accusing your Agency, Client or personnel. SO — have our unique Excess INSURANCE, to cushion the claim — effectively, inexpensively.

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

shoes . . . and six-shooters . . . and souvenirs . . .

EVERYTHING UNDER THE SUN!

TOURISTS spent an estimated $151,758,100* for goods and services in San Diego County last year, a high mark for this pleasure-is-a-business market. Population, employment, and personal income also rose to record levels.

Two dominant newspapers sell the San Diego market: *The San Diego Union* and *Evening Tribune*. Combined daily circulation exceeds 200,000 (220,667 ABC 9/30/59). Readership (evening-and-Sunday combination) is 86.9%.

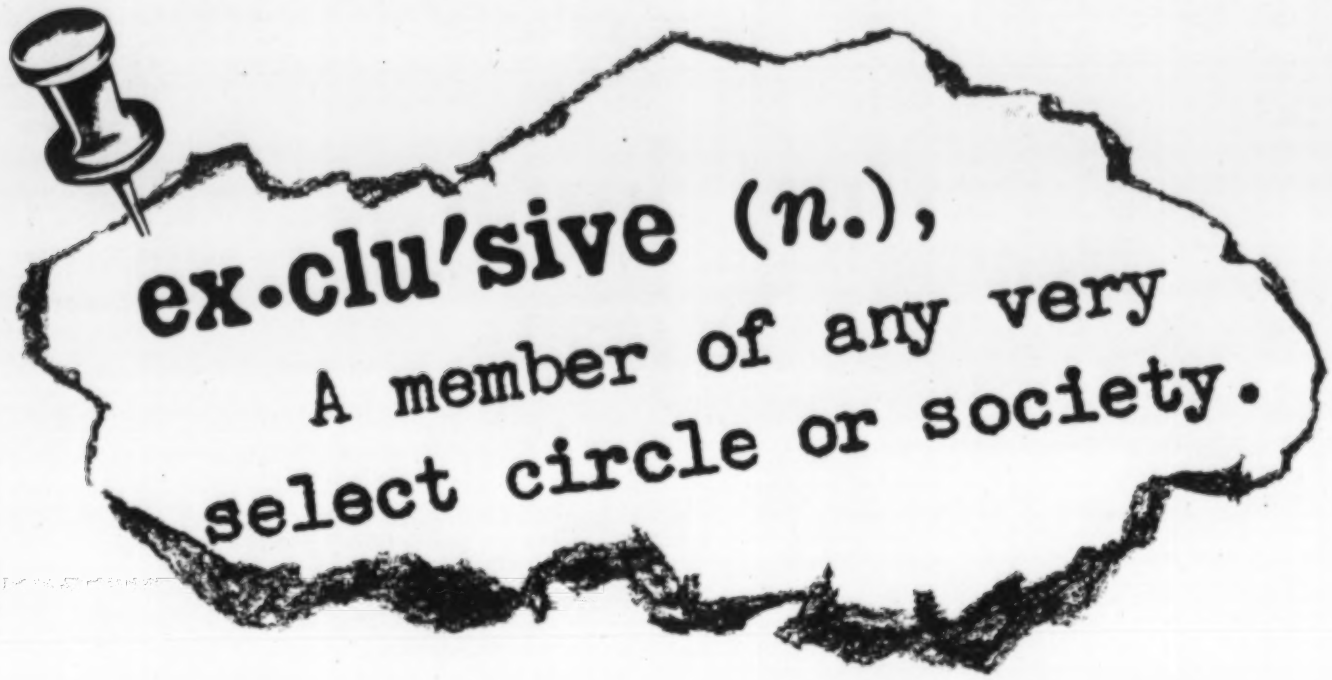
The San Diego Union | EVENING TRIBUNE SELL SAN DIEGO

*Source: San Diego Chamber of Commerce, Economic Research Bureau

"The Ring of Truth" Copley Newspapers

15 Hometown Daily Newspapers covering San Diego, California — Northern Illinois — Springfield, Illinois — and Greater Los Angeles. Served by the Copley Washington Bureau and the Copley News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.



No circle...no society...no *market* in America today is more select than that represented by the Wage-Town readers of TRUE STORY.

The statistical evidence of this claim is documented on the facing page.

There are other, equally important, measurements which, applied to the TRUE STORY audience, accent its exclusive nature. For example:

AGE IT'S YOUNG. Its median age is 28.5 years—at least *10 years younger* than that of the readers of women's service magazines.

EDUCATION HIGH SCHOOL rather than college. Readers leave school earlier, marry sooner than white-collar women.

FAMILY SIZE LARGER. Between 60 and 70 more persons per 100 households than the women's service magazines. More children, more young children.

FAMILY STRUCTURE DIFFERENT. While the man is emotionally dominant, it's the *woman* who has almost sole control over the family budget and spending.

SOCIAL STATUS "WELL-OFF" WORKING CLASS. TRUE STORY families are Wage-Town families with more "loose money" to spend than other social groups. They have no burning desire to get "above their social class."

WHY DOES SUCH A STRONG SEPARATION EXIST?

The reasons are as many as they are fascinating. They're based on origins, background, customs, experience. You can get a clean cut image of these factors by reading one or more of the following brochures which are the results of penetrating studies in various important areas. Send for them now.

THE INVISIBLE WALL
An Analysis Of The Role Of Social Class Placement In Mass Selling

THE GOLDEN TRIANGLE
A Comparison Of The Roles of TRUE STORY and Television In Wage-Town Homes

PERSONAL INFLUENCE
A Resume Of A Major Study Of The Flow Of Influence In Our Society

THE FAMILIAR STRANGER
A Description Of The Reader As Consumer What Motivates Her? How!

WAGE-TOWN, U. S. A.
A Sociological And Statistical Digest Of A Particular Market

TODAY'S AMERICAN MARKET
A Revealing Statistical Abstract Of Today's Economy

FOR GREATER PROFIT...SELL THE WAGE-TOWN MARKET!

EXCLUSIVE!

TRUE STORY reaches and sells the huge, profitable Wage-Town market as no other magazine can. For example:

92%

of TRUE STORY's *primary households are* MISSED BY Ladies Home Journal!

94%

of TRUE STORY's *primary households are* MISSED BY McCall's!

93%

of TRUE STORY's *primary households are* MISSED BY Good Housekeeping!

AND 84%

of TRUE STORY's *primary households are* MISSED BY ALL THREE *of these magazines, combined!*

YES...THE WAGE-TOWN MARKET IS DIFFERENT...IS EXCLUSIVE. Put, and keep, your advertising in the major magazine read in Wage-Town families.

Sources: Starch 1960; Social Research, Inc.; Katz and Lazarsfeld

True Story

205 E. 42 St., New York, N. Y. *221 N. LaSalle Street, Chicago 1, Ill.* *444 Market Street, San Francisco 11, Calif.*

Greener Fields—Right in Greenville . . .

In '59 Henderson's Billing Zoomed 48.6%

Texize Is Biggest Egg in Caroling Agency's $5,200,000 Basket

GREENVILLE, S.C., June 8—Last year Henderson Advertising Agency, headquarters and sole office in Greenville, S.C., billed $5,200,000.

This is approximately $79 for every resident of Greenville (current population, preliminary 1960 census figure, 65,773).

To do as well in New York (1960 estimated population 7,750,000) on such a per capita basis, a single agency office would have to have billed approximately $612,000,000. But it is doubtful if any agency billed as much as one-sixth of this amount out of its New York office alone.

■ The figures, of course, are not statistically significant—except to indicate that, in advertising agency terms, Henderson is an unusually large fish in a remarkably small pond—and confidently expects to be four or five times larger within five years.

Despite the increasing concentration of advertising agencies in New York, Chicago and other major centers, Henderson is fairly typical of a number of organizations which have grown rapidly in recent years, intend to grow even more rapidly in the future, and in no sense consider themselves hampered, either in the execution of first-rate advertising or in the pursuit of clients, by their small-town, off-the-beaten-advertising-path locations.

■ James M. Henderson started Henderson Advertising Agency here in 1946 for two not-so-cogent reasons: He was determined to have a business of his own, and he had pleasant memories of Greenville as the place in which he had spent part of his youth. He had no clients and no staff, started on $500 of borrowed money, and was $8,000 in debt and four years older before he turned the corner.

Williams Henderson McIntyre Eaton Walker

SKULL PRACTICE—*Henderson Advertising Agency's executive committee members, photographed in a huddle in the agency's offices—John S. Williams, vp and creative director; James M. Henderson, president; Howard K. McIntyre, vp; Roswell S. Eaton, treasurer, and Fred C. Walker, assistant secretary.*

"We're shooting for billing of $20,000,000-$25,000,000 within five years."

Since then Henderson Advertising Agency has moved with a rush. Its 1959 billings of $5,200,000 contrasted with 1958 billings of $3,500,000; last year it built and occupied a handsome two-story office building on the outskirts of Greenville, at a cost of $225,000 (with plans for doubling the building's 11,000 sq. ft. of floor space already something more than a gleam in Jim Henderson's eye); it had 19 clients, with the five added in 1959 amply making up for its loss, this year, of the South Carolina State Development Board; and it counted 55 workers, including a licensed pilot for the agency's own twin-engine Aero-Commander plane.

■ Most of its clients are regional, but Henderson does not think of itself as a local or regional agency. Most of its top personnel, for example, is not local, but consists of willing refugees from big agencies and big advertising centers; and Jim Henderson says now, with complete seriousness, that while his agency still serves smaller accounts, its growth must rest primarily upon securing accounts in the $250,000-and-up category, since his recruited staff is too expensive to put to work profitably on small local accounts—unless they have something about them reminiscent of Texize Chemicals, which was Henderson's second account ($47 the first month, in 1947) and in 1959 accounted for more than half of the agency's $5.2 million volume.

■ At least one account the agency acquired last year has the potential for this kind of growth. This is Miles Products division of Miles Laboratories, which appointed Henderson for a group of new products, including Ariden, a decongestant which has been tested in Ohio and Kansas and seems about ready for wider—perhaps national—promotion.

Henderson personnel are understandably proud of the fact that the Miles products were dropped into their lap on the initiative of Miles executives. Henderson did not initially solicit the account; Miles was impressed with the job Henderson had done for Texize and asked Jack Greer, Texize president, to have his agency get in touch with them.

Henderson people visited the Miles organization in Elkhart, Ind.; some of the top Miles people came down to Greenville to look at Henderson and its new building—and Henderson got a crack at the business.

■ So far, at least, no one seems to have suggested that Henderson ought to have an office in Chicago or Elkhart or New York or anywhere else. The agency's own plane makes it easy for one man or a team to get to Elkhart (and, if necessary, back again) in one fairly easy day. But it is interesting again to note that Henderson people get no shudders at the thought of having some day to open a branch office or offices somewhere. They'll make a decision purely on a business basis, when it has to be made. They would see nothing unusual or particularly noteworthy about a Greenville, S.C., agency having a branch in Chicago or New York or anywhere else, if occasion warranted.

■ James H. Henderson is a compact, smallish, extremely youthful looking man (he was 39 on March 28), who talks well and easily in a quiet, thoughtful way, and who has "been selling things all my life." One of four children with no father to provide for them, Jim had a peanut stand in Anderson, S.C., when he was not yet in his teens, and subsequently sold shoes, Fuller brushes and radios, tended counter in a sandwich shop, and did a variety of other things—including leaving school three times to replenish his meager exchequer.

He was graduated from Greenville High School and then studied engineering at Clemson "because I didn't know what to do." But even then his inclination toward advertising and selling was clear. He spent a good deal of time on the newspaper, writing and selling advertising, and even became a radio writer and producer—producing three live shows a week on WAIM, Anderson, S.C., with student talent, during 1939 and 1940.

■ In an Army hospital bed in the fall of '43 he read about aptitude tests, went straight to New York to take one when he was discharged and discovered his highest aptitudes equated with advertising and his lowest with engineering.

So Henderson went to work for General Foods as a salesman in Brooklyn, became a sales supervisor in Westchester County, and in 1944 was sent to Denver on a special sales promotion assignment. He was making $350 a month and was well on his way.

But he had been going to New York University studying advertising, had talked about advertising to Ralph Starr Butler, advertising pioneer and teacher who was then head of General Foods advertising, and he had the bug.

"I was single, I had a car and I was under the GI bill," he explains, "so I became the fifth member of the staff of Curt Freiberger Advertising Agency in Denver—at $12 a week." By 1946, the Freiberger agency had grown to 25 people, with Freiberger and Henderson handling all the accounts, and at night and in the early morning Jim Henderson had managed to finish his college work and get a degree at the University of Denver, teach a radio advertising course, and marry a Denver girl.

■ Mr. Freiberger wouldn't sell

WORKSHOP—*This is Henderson's handsome new building in Greenville.*

I'm Joe Floyd

WANT ACTION? FOLLOW ME!

I'll flash your sales message to 73,496 square miles of the U.S.A. at one crack. It's the huge market called KELO-LAND. No one tv station could possibly reach it all—but my television booster hookup does. When your message beams on KELO-tv Sioux Falls, it beams simultaneously throughout 103 counties of South Dakota, Minnesota, Iowa, Nebraska, North Dakota. Remember—one rate card, KELO-tv, delivers it all. You get this tremendous action at lowest cost-per-thousand.

CBS • ABC

KELO-LAND

KELO-tv Sioux Falls and boosters
KDLO-tv Aberdeen, Huron, Watertown
KPLO-tv Pierre, Valentine, Chamberlain
General Offices; Sioux Falls, S. D.
Represented by H-R
in Minneapolis by Wayne Evans & Assoc.

For ACTIVE Hunters!

Covering 360,000 outdoorsmen, interested in hunting & shooting — big game, varmints, wild fowl.

Write for sample copy.

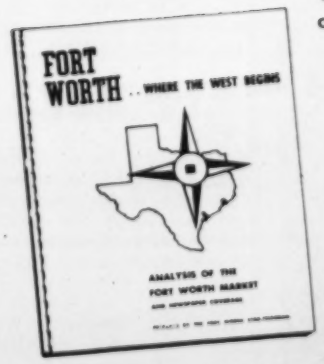
The AMERICAN RIFLEMAN Magazine
SCOTT CIRCLE WASH. 6 D.C.

Metropolitan Fort Worth is z-o-O-ming!

IN THE LAST 10 YEARS BUILDING PERMITS IN FORT WORTH HAVE TOTALED 58% MORE THAN THE ENTIRE 25 YEAR PERIOD PRECEDING!*

Since 1950 building permits in Fort Worth have totaled $452,300,175. In the quarter-century preceding 1950, building permits totaled $286,053,447 . . . 58% more in the last 10 years than the *entire* 25 years preceding! And Fort Worth never ceases to break records in *building*. 1959 was an all-time high for the city with $58,509,514 in permits compared with $57,968,950 in 1958. The 1959 breakdown was $27,409,251 for 3,037 homes, $19,297,666 for commercial buildings and $11,702,597 for schools and churches. Yes, Fort Worth is really z-o-o-m-i-n-g — and the only medium that *thoroughly* covers the growing Fort Worth Market everyday — including 99 other rich Texas counties — is the FORT WORTH STAR-TELEGRAM.

*Source: City of Fort Worth Building Permits Div.



SEND FOR COMPLETE 1959 FORT WORTH MARKET ANALYSIS

A comprehensive 65-page study of the Fort Worth Market compiled for your convenience. Send for your copy today.

FORT WORTH STAR-TELEGRAM

Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"

Henderson . . .

Jim an interest in his agency, and the youthful Mr. Henderson had a compulsive desire to own his own business, so in 1946 he and his wife and their baby daughter took off for Greenville, where, on Aug. 1, 1946, he started the Jim Henderson Advertising Agency in a $25-a-month room in the *Greenville News* building.

Texize made Henderson an important agency, and in turn Henderson helped make Texize an important product and an important company. Texize made a chemical cleaner for use in textile plants, and in 1947 billed maybe $1,500 through Henderson in trade books. Jack Greer, president of Texize, had been supplying bottles of the cleaner to friends and neighbors, who found it so good that they urged Greer to package it and sell it through retail outlets.

The Texize organization had no experience with retail selling or marketing, and Henderson consequently was the midwife who brought Texize to fruition as a consumer product, having a hand in packaging, pricing, label design, etc.

Weber Cheek Williams Ford

COPY CREATORS—*In this copy creative group at Henderson are Jay W. Cheek, copy supervisor; John S. Williams, creative director, Alice Weber and Barbara Ford.*

■ It is interesting, if not significant, that Texize really began its takeoff—a takeoff which has since been emulated by Lestoil, Mr. Clean and others—with an adaptation of the "Love that soap" admonition of "The Hucksters" book. "Love that cleaner" became a buyword in and around Greenville.

Then the product moved into Atlanta with a "who is Miss Texize?" radio contest patterned after the popular "Miss Hush" program of those days, and from there through the Carolinas and Georgia. Now Texize is sold throughout the South and Southwest, and as far north as Baltimore and Washington, and is generally considered the leading brand in that area, despite the latter-day intensive competition of Lestoil, Mr. Clean and others.

In the process, Texize business grew from about $5,000,000 in 1957 to $10,000,000 in 1958 and $16,000,000 in 1959, and billings through Henderson rose from that 1947 figure of $1,500 to $900,000 in 1957 to not too far from $3,000,000 in 1959.

■ The Henderson agency became a corporation and assumed its present outlines in 1952, when Howard K. McIntire, vp, secretary, director and account supervisor (onetime assistant ad manager of Rath Packing Co.), bought 10% of the agency stock. There are now 12 stockholders, including Jim Henderson. The others are:

• John S. Williams, vp, director and creative director, who joined the agency a little over a year ago. He came from Cunningham & Walsh, New York, where he was senior vp.

• Roswell R. Eaton, treasurer and director, who once was treasurer of Henri, Hurst & McDonald, Chicago.

• Jay Cheek, copy chief, who was a copy supervisor at Young & Rubicam, New York.

• Fred C. Walker, assistant secretary, director and account supervisor, and eight-year Henderson veteran, who is account supervisor on the Miles account.

• Andrew M. Pellizzi, art director, who formerly owned an art studio and was a partner in an agency in Ohio.

• George D. Hastings, research director, with Henderson for two years; was with Ralph H. Jones Co., Cincinnati, for 12 years.

• Betty McCowan, media department manager, a nine-year Henderson veteran.

• Paul L. Barrett, public relations director, with Henderson since 1957.

• Mrs. Lida Mathis, office manager, who has been with Henderson since 1954.

• Peter M. Souter, account executive and supervisor on Texize, who has been with Henderson a year and a half, after a year with BBDO and nine years with J. Walter Thompson Co. in New York.

■ Until recently, Messrs. Henderson and McIntire were the only stockholders; now the plan is to make stock available to key people from time to time, even though this results in Mr. Henderson himself losing majority control. Proceeds of stock sales, incidentally, have not been taken out of the business; they have been added to the treasury to increase net worth.

Jim Henderson is extremely active in the Young Presidents' Organization and is a firm believer in business management as a science, and in the value of continuing education for business men.

He is proud of the fact that he was the second advertising man to attend the Harvard Advanced Management Program; that Mr. McIntire was the first agency executive to complete the two-year summer session course for sales executives at Rutgers; that five Henderson people attended the first Advertising Age Creative Workshop; and that courses and meetings are encouraged for all members of the staff.

■ "I can't stand mediocrity," Henderson says. "I want people who are tops. For the first eight years of this business, I always had people working for me who made more than I did; even now two of them make just as much as I do.

"We've had to get out to get key people, and we'll be bringing in some more from outside. But we intend to train our own, and we're making a start on it now, with three account executive trainees, and three copy trainees."

Henderson is not a "copy" agency or an "art" agency, or a "research" agency. Jim Henderson's background of selling almost automatically makes it a marketing agency, with complete emphasis on moving products. But to do so he is firmly convinced that top creative effort is a prerequisite.

While many people are convinced that business is becoming more and more centralized, Jim Henderson believes the reverse.

"Decentralization of companies with autonomous advertising operations is beginning to provide opportunities for good advertising agencies outside the New York and Chicago areas," he says. "Advanced transportation and communication have expanded our ability to serve clients anywhere and made all art, tv and other facilities available to any alert agency or advertiser.

■ "Top advertising personnel can now be attracted to the right agencies with pleasant working conditions, less commuting time and more family life.

"For these reasons, we don't see any particular limit to our growth. Our goal is to be one of the best creative agencies in the country—billing $20,000,000 to $25,000,000. Since a substantial amount of our business is in the package goods field, the attainment of our goal may take five years, or it could happen in a much shorter time, depending on the particular client or product.

"We have top personnel who have successfully served large and small advertisers nationally and regionally. We are also prepared mentally to grow substantially within the next few years.

"Although we want to be larger, we hope that this comes as a result of being a great agency rather than as a result of our ability to make new business presentations.

■ "We have never tolerated and do not expect to present to clients mediocre thinking and planning. We must be outstanding in our marketing planning and creative thinking. This is accomplished only by having above-average people." #

Zepp Pellizzi Ott Sefton

ART MEN—*In this group, shown in Henderson's art department, are Andrew Pellizzi, chief art director, Harry Zepp, art director, Francis J. Ott and Richard Sefton.*

Luttrell Hill Dreier McCowan

PLANNERS—*Working out a media problem at Henderson are Sallie Luttrell and Peggy Hill, buyers; Charles Dreier Jr., media director, and Betty McCowan, media manager.*

Kleenex Tests New Boxes

Kimberly-Clark Corp., Neenah, Wis., will test market two new Kleenex boxes beginning in mid-June. One box, featuring a new design, will be tested in the New England and Pacific Southwest sales divisions. A "space saving" box, also with a new design and featuring a carton of 400 tissues just slightly larger than the standard 200-tissue box will be tested in Columbus, Denver, Spokane, Louisville and Phoenix. The company declined to say if the tests will include advertising campaigns. Foote, Cone & Belding, Chicago, is the Kleenex agency.

Sutton Names Fountain, Ogilvie

Sutton Publishing Co., White Plains, N.Y., has appointed Alfred E. Fountain district manager of *Electronic Equipment Engineering* in the New England area and Frank L. Ogilvie Jr. district manager of the publication in New York. Mr. Fountain was formerly vp in charge of Reinhold Publishing Co.'s Chicago office. Mr. Ogilvie was formerly district manager in the New York area for Industrial Publishing Corp.

CBC Promotes Four in Sales

John R. Malloy, previously supervisor of tv sales of Canadian Broadcasting Corp., Toronto, has been promoted to sales director (English). In his new post, he will be responsible for CBC's three English sales departments—radio, tv and export. Named as managers of the three departments reporting to Mr. Malloy are Ronald S. Joynt, radio sales (English); William F. Cooke, tv sales (English); and William Weston, export sales.

SAAA Names DeJernett

Southwestern Assn. of Advertising Agencies has appointed Ira DeJernett executive secretary and treasurer, and has established executive offices in the Interurban Bldg., Dallas.

"CANNONBALL" delivers the ratings

Source: ARB March 1960

FIRST IN ITS TIME PERIOD

PHILADELPHIA
3 stations 29.5 Rating 76.0% Share

CINCINNATI
3 stations 19.2 Rating 50.4% Share

SYRACUSE
2 stations 38.1 Rating 73.8% Share

CHARLESTON, S.C.
2 stations 43.0 Rating 73.8% Share

TOPS EVERY OTHER SYNDICATED SHOW IN THE MARKET!

ITC INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • N. Y. 22 • PL 5-2100

C. M. Christie, President of Dayco Corporation (right), and R. G. Burson, Vice-President and General Manager of Dayton Industrial Products Co., a major operating division, review their development program.

"Advertising is part of our product development...it narrows the gap to sales"

"No matter how well it proves out in testing, every new product we develop is something of a speculation. Just being able to make it . . . or make it better . . . does us no good until we can sell it in quantity. That's where our business publication advertising programs come in.

"Right now, we're well into a new diversification program throughout the entire company. We've even changed our name from Dayton Rubber Co. to Dayco Corporation.

"By using business publications like McGraw-Hill's to tell customers and prospects what we're doing, the gap between product development cost and profitable sales is cut to a minimum. Advertising gives us broad market coverage, opens doors for our salesmen, aids us in our future growth."

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N.Y.

More than one million key men in business and industry pay to read McGraw-Hill publications.

To Madison Avenue

No New York daily can be first in all classifications of retail advertising. But among the seven dailies, The Mirror is second in real estate, building supplies and electrical appliances. And first in others.
In nine classifications, Macy's puts The Mirror second in advertising among all New York's dailies.

Make The Mirror a MUST!

Spot TV Billing Is Up 12% in 1st '60 Quarter: TvB

(Continued from Page 1)

tions. On the basis of stations covered in both years, first quarter billings were up approximately 12%.

■ Procter & Gamble kept its stranglehold on first place, with an estimated outlay of $13,466,400 —nearly $3,000,000 above the previous year's level. General Foods stepped up its first quarter pace considerably to move into second spot with $5,036,000. Lever Bros. was down about $750,000, but it placed third with $4,639,400.

Among the companies which sharply curtailed their activity in this medium, judging from the figures, were Lestoil Products Inc.; Warner-Lambert; Corn Products Co.; Texize Chemicals; Food Manufacturers and B. T. Babbitt Inc.

Top 100 Spot TV Advertisers

First Quarter, 1960-1959, Gross Time Comparisons

'60 Rank		1960	1959
1.	Procter & Gamble	$13,466,400	$10,679,400
2.	General Foods	5,036,000	3,646,600
3.	Lever Bros.	4,639,400	5,342,200
4.	Bristol-Myers	3,717,500	1,297,600
5.	Colgate-Palmolive	3,203,500	4,191,900
6.	Lestoil Products†	2,981,600	4,351,900
7.	P. Lorillard	2,769,700	1,352,700
8.	American Home Products	2,590,300	2,119,900
9.	Miles Laboratories	2,377,800	2,024,800
10.	International Latex	2,328,500	2,035,700
11.	Standard Brands	2,291,000	1,413,000
12.	Continental Baking	2,108,700	2,844,800
13.	Warner-Lambert	2,072,000	4,570,300
14.	Brown & Williamson	1,869,900	2,278,700
15.	R. J. Reynolds	1,855,900	633,500
16.	Wesson Oil & Snowdrift	1,836,900	#
17.	Nestle	1,816,200	432,300
18.	William Wrigley Jr. Co.	1,758,300	554,600
19.	American Tobacco	1,745,300	910,300
20.	Avon Products	1,385,900	995,600
21.	Kellogg	1,318,600	1,364,900
22.	J. A. Folger & Co.	1,207,700	774,800
23.	Coca-Cola Co. & Bottlers	1,098,400	787,300
24.	Philip Morris Inc.	1,087,100	1,289,900
25.	Ford Motor Co. Dealers	1,032,500	#
26.	Andrew Jergens Co.	1,018,100	1,085,900
27.	Norwich Pharmacal	999,900	863,800
28.	S. C. Johnson & Son	988,000	#
29.	General Mills	958,900	836,800
30.	General Motors Dealers	946,500	#
31.	Anheuser-Busch	927,200	847,200
32.	Wander	918,500	872,100
33.	General Electric	879,700	#
34.	Vick Chemical	839,800	1,088,900
35.	Mobil Oil Co.	823,700	#
36.	Quaker Oats Co.	815,800	661,200
37.	Minute Maid Corp.	799,100	813,500
38.	Esso Standard Oil	774,300	456,600
39.	Sterling Drug	766,500	992 700
40.	Liggett & Myers	748,700	987 700
41.	Falstaff Brewing	745,800	487,400
42.	Drug Research Corp.	742,700	625,200
43.	Minnesota Mining & Mfg.	736,800	#
44.	Associated Products	736,400	#
45.	Carling Brewing	734,800	465,200
46.	United Merchants & Mfrs.	729,400	867,000
47.	E. & J. Gallo Winery	708,500	564,000
48.	Mennen Co.	696,400	#
49.	Pepsi-Cola Co. & Bottlers	682,800	940,200
50.	Consolidated Cigar	678,000	#
51.	Maybelline Co.	662,900	#
52.	Plough	658,800	425,800
53.	American Motors	651,700	#
54.	Scott Paper	650,900	647,400
55.	Corn Products Co.	649,900	1,523,700
56.	U. S. Borax & Chemical	646,100	502,300
57.	Texize Chemicals	630,600	2,252,700
58.	Simoniz Co.	629,000	#
59.	Welch Grape Juice Co.	620,400	675,700
60.	Swift & Co.	615,300	#
61.	Pillsbury	608,200	#
62.	Theo. Hamm Brewing	607,600	359,000
63.	Hertz	605,600	436,500
64.	Alberto-Culver	604,700	#
65.	Max Factor & Co.	581,800	573,200
66.	Atlantic Refining	576,000	372,200
67.	Kayser-Roth Hosiery	561,400	#
68.	Shell Oil	555,700	682,500
69.	Fels & Co.	534,700	#
70.	Sardeau	529,900	#
71.	Chesebrough-Pond's	525,100	953,200
72.	Food Manufacturers Inc.	521,700	1,185,000
73.	Atlantis Sales	503,900	736,100
74.	Grocery Store Products Co.	502,500	#
75.	Vic Tanny Enterprise	480,900	353,100
76.	Beech-Nut Life Savers	480,900	#
77.	Gillette	455,700	#
78.	Piel Bros.	455,400	530,800
79.	Tea Council of U.S.A.	448,500	652,300
80.	Martinson's Coffee	446,300	#
81.	Carter Products	444,000	568,200
82.	Pabst Brewing	442,400	519,400
83.	B. T. Babbitt Inc.	435,000	1,242,200
84.	Standard Oil Co. (Indiana)	433,700	452,600
85.	General Motors	432,100	#
86.	Great A&P Tea Co.	414,400	#
87.	National Dairy Products	408,400	434,700
88.	International Milling	402,000	#
89.	Campbell Soup	397,800	#
90.	Safeway Stores	379,000	332,800
91.	Burgermeister Brewing	375,300	#
92.	Jos. E. Schlitz Brewing	374,900	452,700
93.	Phillips Petroleum	369,900	359,800
94.	Carnation Co.	369,400	#
95.	Lanolin Plus	365,300	549,100
96.	Hudson Pulp & Paper	364,600	#
97.	Pacific Tel. & Tel.	363,200	#
98.	Hills Bros. Coffee	362,500	#
99.	Ex-Lax	360,300	#
100.	B. C. Remedy	353,100	#

Source: TvB figures from N. C. Rorabaugh Co. †Formerly Adell Chemical. #Not in top 100 in first quarter of 1959.

Product Type Movement in Spot TV: 1956-1960

First Quarter Comparisons, Based on Gross Time Charges

Category	1956	1957	1958	1959	1960
Agriculture	$ 310,000	$ 410,000	$ 388,000	$ 536,000	$ 567,000
Ale, Beer & Wine	8,323,000	8,514,000	9,399,000	11,250,000	11,948,000
Amusements, Entertainment	157,000	119,000	84,000	140,000	343,000
Automotive	3,280,000	2,293,000	2,089,000	1,816,000	6,102,000
Building Material, Equipment, Fixtures, Paints	805,000	450,000	514,000	423,000	504,000
Clothing, Furnishings, Accessories	1,793,000	2,170,000	2,879,000	3,827,000	4,459,000
Confections & Soft Drinks	4,673,000	7,234,000	6,278,000	7,307,000	6,959,000
Consumer Services	2,952,000	3,177,000	3,481,000	4,196,000	4,499,000
Cosmetics & Toiletries	7,442,000	10,660,000	11,544,000	11,736,000	12,956,000
Dental Products	4,253,000	1,536,000	3,263,000	4,070,000	2,909,000
Drug Products	10,726,000	12,981,000	11,560,000	16,218,000	16,624,000
Food & Grocery Products	28,461,000	32,860,000	33,331,000	45,069,000	47,396,000
Garden Supplies & Equipment	134,000	190,000	251,000	262,000	332,000
Gasoline & Lubricants	3,123,000	5,422,000	5,177,000	5,179,000	5,667,000
Hotels, Resorts, Restaurants	48,000	87,000	84,000	109,000	213,000
Household Cleaners, Cleansers, Polishes, Waxes*	1,579,000	2,808,000	1,987,000	11,331,000	9,693,000
Household Equipment, Appliances	1,505,000	1,472,000	1,083,000	785,000	1,980,000
Household Furnishings	768,000	1,380,000	661,000	1,249,000	976,000
Household Laundry Products	4,747,000	3,732,000	8,643,000	9,557,000	10,756,000
Household Paper Products	1,108,000	1,618,000	1,284,000	1,302,000	1,711,000
Household, General	975,000	592,000	1,058,000	910,000	1,721,000
Notions	80,000	30,000	65,000	42,000	34,000
Pet Products	986,000	1,679,000	1,477,000	2,441,000	2,841,000
Publications	564,000	553,000	300,000	332,000	765,000
Sporting Goods, Bicycles, Toys	98,000	115,000	260,000	586,000	682,000
Stationery, Office Equipment	73,000	131,000	36,000	65,000	15,000
Television, Radio, Phonograph, Musical Instruments	626,000	423,000	342,000	501,000	259,000
Tobacco Products & Supplies	7,081,000	10,331,000	8,072,000	7,191,000	11,038,000
Transportation & Travel	665,000	884,000	666,000	960,000	1,410,000
Watches, Jewelry, Cameras	1,834,000	1,249,000	1,362,000	148,000	490,000
Miscellaneous	1,040,000	1,835,000	1,444,000	1,876,000	2,132,000
Total	$100,209,000	$116,935,000	$119,062,000	$151,414,000	$167,981,000
Reporting Stations	267	321	333	341	339

*Starting with fourth quarter, 1958, liquid cleaners are included in sub-class "Cleaners, Cleansers."
Source: TvB figures from N. C. Rorabaugh Co.

Come to grips with your buying or selling problem!

Your classified ad in Advertising Age gets right down to the basics of good buying or selling strategy. Puts your message into the hands of over 177,000 marketing men and women who have the authority to buy, sell or hire. You get quick action. Costs as little as $5 per ad. Try it!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts. size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

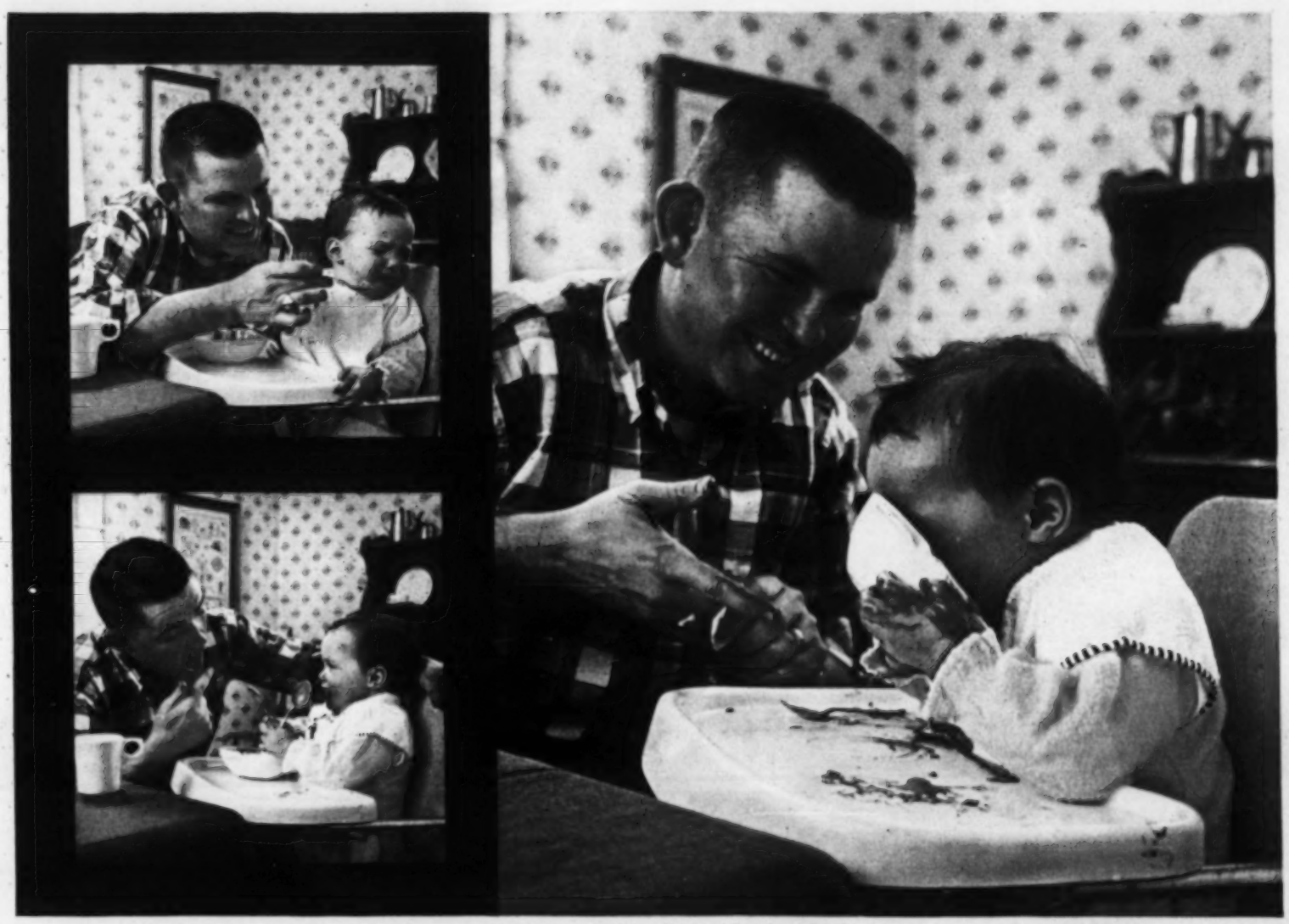
City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

3 Accounts to Gross, Miami

Charles Anthony Gross Advertising, Miami, has been named to handle the advertising of International Steamship Lines, London; Dade Metal Fabrications Inc., and Oceanic Research & Development Corp., both of Florida. Gross will handle all advertising in the U.S., Canada, Central and South America for the steamship company.



Robert Pool and Daughter of Dakota County, Minn., as featured in FARM JOURNAL

THE CONSUMER IS ALWAYS RIGHT!

Young dad, Robert Pool, is demonstrating a time-tested selling principle. Give the *customer* what she wants!

FARM JOURNAL is written and edited in the same way. We find out what our families want and need. Then we serve those wants and needs.

FARM JOURNAL's editors know farming. They've lived on farms, earned a living from farming, and frequent trips into the field keep their information up to date. But the editors don't stop there. They've enlisted the eyes and ears . . . the minds and hearts . . . of 500 farm families.

These 500 families—the leadership families in their communities—are known as FARM JOURNAL's *Family Test Group*. They're the goers and the doers . . . the action-takers, the wide-awakers. Many times *Test Group* members put us on the track of a new trend in farm living. Or we may test an idea for an article on the *Group* before running it in FARM JOURNAL.

This unusually close relationship between readers and editors is one more reason why FARM JOURNAL *is one of the 9 great magazines in all America in which advertising investments average better than a million dollars per issue.*

A SERVICE FOR ADVERTISERS

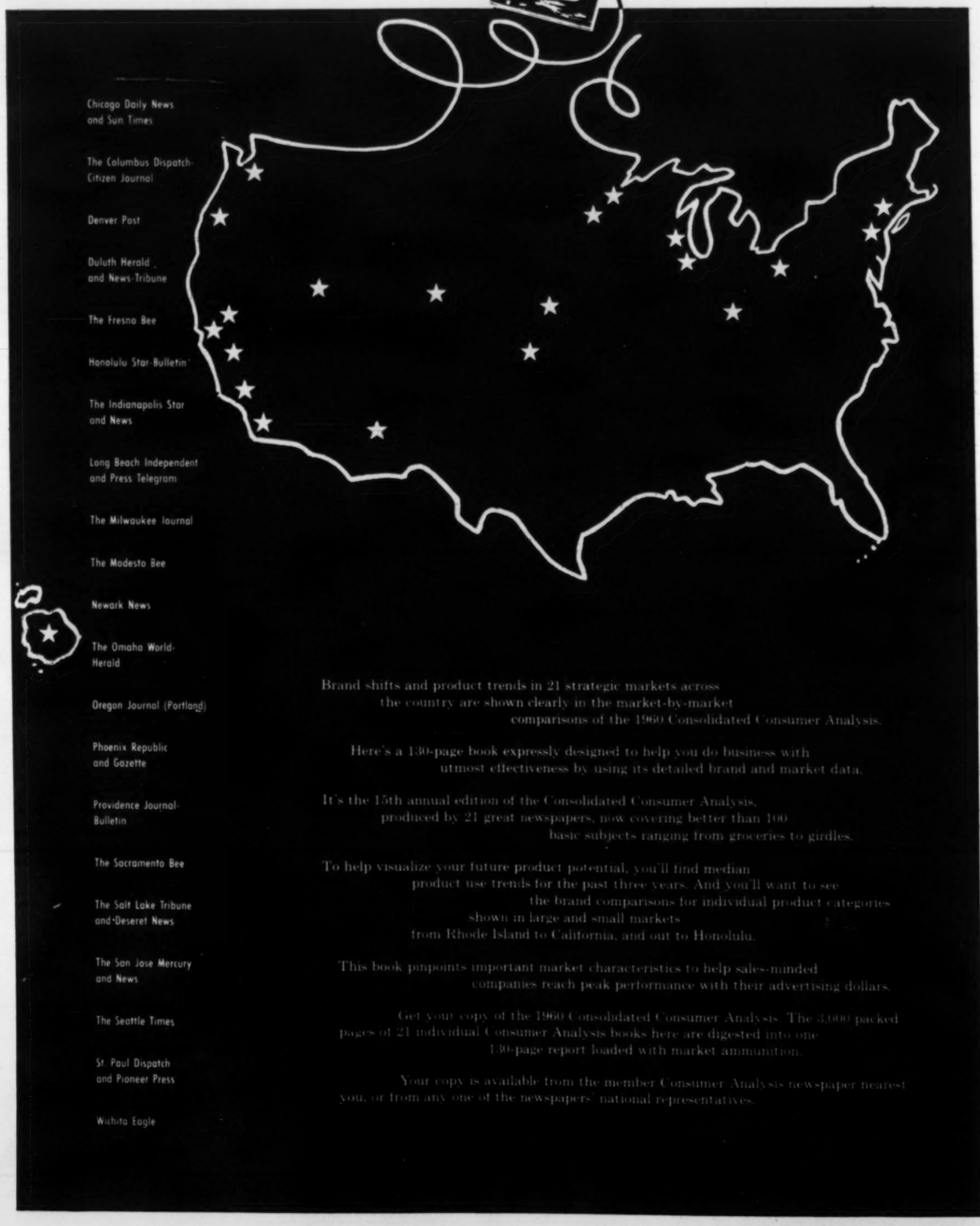
- When time permits, the services of FARM JOURNAL's *Family Test Group* are available to advertisers.
- For use-testing new products. Discovering new uses for established products. Or getting the customer's views on the product's best selling points.
- Products approved by FARM JOURNAL's *Family Test Group* are awarded the "Use-Tested and Approved" Seal. This Seal informs more than 3,000,000 of the best families in the country that your product will serve them well.

The magazine farm families everywhere depend on . . .

FARM JOURNAL

GRAHAM PATTERSON, Publisher
RICHARD J. BABCOCK, President

all these markets in one book



Brand shifts and product trends in 21 strategic markets across the country are shown clearly in the market-by-market comparisons of the 1960 Consolidated Consumer Analysis.

Here's a 130-page book expressly designed to help you do business with utmost effectiveness by using its detailed brand and market data.

It's the 15th annual edition of the Consolidated Consumer Analysis, produced by 21 great newspapers, now covering better than 100 basic subjects ranging from groceries to girdles.

To help visualize your future product potential, you'll find median product use trends for the past three years. And you'll want to see the brand comparisons for individual product categories shown in large and small markets from Rhode Island to California, and out to Honolulu.

This book pinpoints important market characteristics to help sales-minded companies reach peak performance with their advertising dollars.

Get your copy of the 1960 Consolidated Consumer Analysis. The 3,000 packed pages of 21 individual Consumer Analysis books here are digested into one 130-page report loaded with market ammunition.

Your copy is available from the member Consumer Analysis newspaper nearest you, or from any one of the newspapers' national representatives.

Advertising Age

Feature Section

Vending Machine Era Begins: Weiss

Phantom Stock Bonus Plan Described

A Place for Diminutive Headlines

The C. M. Is Almost Satisfied

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Salesense in Advertising . . .

The Importance of Brand Name Familiarity

By James D. Woolf
Creative Consultant

The other day, sitting at a bar in a cocktail lounge, I fell into conversation with my right-hand neighbor, who turned out to be a Los Alamos scientist. After a bit of idle chitchat we got onto the subject of advertising.

James D. Woolf

"I never read advertising," he declared. "Never."

"I notice you have a Parker fountain pen in your pocket and an Elgin watch on your wrist," I replied, "and I'll bet you another beer that you shaved with a Gillette this morning and you have an Arrow shirt on your back."

"You win," he said. "But I still insist I don't read advertising. I don't even have a television set."

I believe this man was telling the truth.

I reeled off 25 or 30 well-advertised brand names and found he recognized every one of them! And he was the owner of many of these products.

■ Psychologists tell us that we have confidence in *familiar* things. Says James Webb Young: "It seems that one of the deepest needs of the human race is for *orientation*, for a sense of 'at-homeness' in his world . . . The oldest and most basic element in advertising caters to this need. It is designed merely to make something *familiar* to you, such as the name of a product. Just the name alone, repeated over and over. Or the name and the package, with no claims, no connotations, no imperatives to use the products —although these do, in practice, often accompany it."

■ I have talked with many persons who maintain they do not read advertising. Yet many of their personal possessions are advertised articles. How can this be, if these men are telling the truth?

I wonder if the explanation doesn't lie in the word "read"? They *see* advertising. Glancing at an ad they *see* (a) a prominent headline promising a benefit, (b) a picture of the product, and (c) the brand name boldly displayed. Thus they are made familiar with the product.

■ Frequency of impact is important in this connection. Psychologists Lucas and Britt say this: "Repetition reinforces and strengthens the impression made on the audience. Each time an idea is repeated, the impression becomes stronger. Each time an impression is re-established, it tends to last longer."

This article is intended to be neither for nor against long or short copy. It is merely a statement of my belief that, generally speaking, blind ads which display neither product nor brand name with some prominence are ill-advised.

Annually, billions of dollars' worth of merchandise is bought largely, if not solely, on the basis of *brand name familiarity* at the point of sale. #

Looking at Radio and Television . . .

TV and an Informed Electorate

By the Eye and Ear Man

The obligations of the networks and stations during a political campaign are being discussed in Congress. Almost all concerned agree that television is of primary importance in a campaign, and that its out-of-pocket costs are too high to be supported solely by individual contributions to the parties. The question is, will time be voluntarily offered by networks and stations, or will there be legislation to force the issue?

■ There is a growing feeling that television, on the local as well as national level, can do much to mold an intelligent voter. Even the best-educated voters are often blind voters when they go into a booth. It is the duty of a mass medium to inform as well as entertain, and the only way to present candidates and issues is in a logical, straightforward way.

The surest way of reaching voters en masse is to take a 9-10 p. m., EDT, period on all tv networks and stations and present a debate or statement from both parties with a small share of time devoted to bona fide minority candidates. The latter might, in some cases, provide the comedy relief for this political telecast.

The trouble with a voluntary system is that marginal time on a "Meet the Press" or similar interview show should be supplementary to the main effort (since the interviews are low-rating shows). Mandatory prime-time telecasting on all networks would virtually guarantee an audience as high as 20,000,000 homes, since there would be nothing else to watch during the time period, and many people have forgotten the art of conversation and the pleasure of reading.

■ Is it asking too much to have all stations volunteer free time and share line charges and technical costs? Perhaps AT&T could make a contribution by foregoing charges on the line costs four to six times during a national campaign. If a candidate is effective, theoretically he could be elected without doing a single additional thing.

The same treatment should be afforded local issues. Candidates should be seen when the whole family is available to watch. The stations must assume a responsibility in order to fulfill the spirit of their licensing obligations. A public-service-minded station should hope to do as much as newspapers to keep the electorate informed of local issues and candidates. Paid political broadcasts should not be considered a substitute for the station's responsibility in this area.

If section 315 of S.3171 must be amended to free broadcasters for full exercise of their responsibilities in this area, this should be done.

It also should be possible for an advertiser to donate his time to an impartial political debate and be allowed a tax deduction. This would encourage time contributions beyond the telecaster's own allotment and enable companies practicing good citizenship to make substantial national gestures, rather than limiting them to local efforts within their organizations.

■ There is little doubt that the networks and many stations are becoming aware of their responsibilities as a communication medium, as well as their primary "profit through mass entertainment" obligation to their stockholders. Congress, the FCC and public events have all helped to make enlightened broadcasters more mindful of their responsibilities in this area.

While there is no substitute for a free channel in television, completely devoted to education and information, the present system can use time that is marginal or highly competitive (and hard to sell) to produce programs that might help to lead to a better world. To their credit, the networks already are doing just that.

Election year is a great time to start with a didactic program. More and more the interest in the current election is assuming mass proportions. The issues are colossal, and survival is the key. By correctly handling this election campaign, which promises to be one of the most exciting of all times, the networks can prove to Washington that self regulation is the best method. The local stations must prove this equally in order to protect their licenses.

■ Advertisers cannot escape their responsibility, either. Networks cannot afford to do the job alone. Perhaps a voluntary plan should be devised whereby all advertisers donate 1% of their annual television time to a worthy national election-year program. It seems little enough for self-preservation and a better informed U.S.A. And it would guarantee prime time to better non-commercial programs. ANA and Four A's please note and respond. Internal Revenue Service, please note and allow deduction. #

What They're (Really) Saying . . .

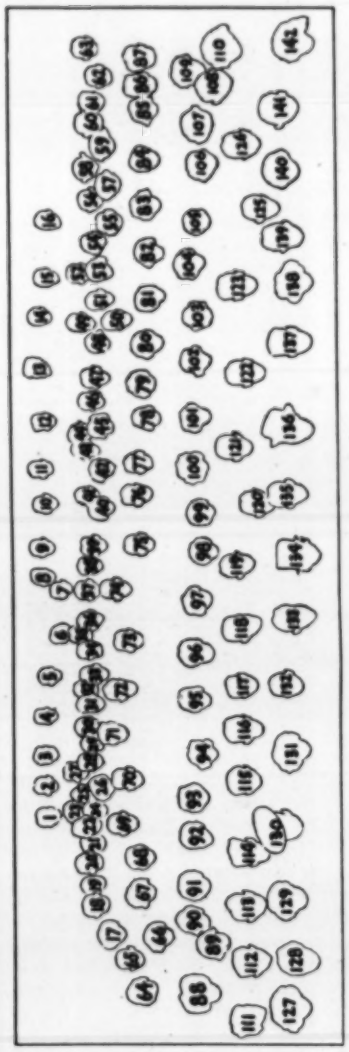
—By W. H. Everett

"You realize, Jackson, how this sort of thing impairs agency-client relations."

A Look at the Past—BDO's 1923 Christmas Party

This rare old photo of 142 members of Barton, Durstine & Osborn (now Batten, Barton, Durstine & Osborn) at the agency's Christmas party in 1923 has just been resurrected from the New York files of BBDO. Here are some identifications: 5. Alex Osborn. 9. Roy Durstine. 13. Bruce Barton. 22. Ben Duffy. 34. Les Pearl. 43. Frank Fagan. 44. Bill Baker. 46. Lou Pedlar. 49. Harford Powel. 65. Lex Chiquoine. 84. Mrs. Bruce Barton. 122. Frank Hatch. 123. Bob Barton. 126. Frank Hubbard. 139. Paul Hollister. 140. Tom Ryan (Pedlar & Ryan).

☆ CHRISTMAS PARTY BDO DECEMBER 1923 ☆



1. Stan Irvin
2. Francis Valentine
3. Don Wheeler
4. Gene Lequin
5. Alex Osborn
6. Grace Pearson
7. John Whelan
8. Ed Ryan
9. Roy Durstine
10. Jack Donlan
11. Gardner Osborn
12. Bill Hathaway
13. Bruce Barton
14. George Gouge
15. Henry Canda
16. Bill Magee
17. Mary Lawlor
18. Arnold Rau
19. Not identified
20. Ben Prins
21. Ray Mulligan
22. Ben Duffy
23. Joe Alger
24. Jimmy Ryan
25. Jimmy Lawlor
26. Loretta Crapper
27. Gus Hult
28. Al Eville
29. Carroll Dotson
30. Not identified
31. John Allen
32. Howard Stearns
33. Ray Montague
34. Les Pearl
35. Staz Azoy
36. Not identified
37. Rudolph Brawns
38. Vic Keeler
39. Charlie Benner
40. Mary Scanlan
41. Charlie Lumb
42. Ann Murphy
43. Frank Fagin
44. Bill Baker
45. Charlotte Greenwood
46. Lou Pedlar
47. Ernie Donohue
48. Loretta Gagin
49. Harford Powel
50. Arthur Cole
51. Clarence Davis
52. Dan Leonard
53. Catherine MacKenzie
54. Charlie Alley
55. Mary Louise Alexander
56. Bert Chapman
57. Betty Grealishe
58. A. R. Fergusson
59. Dorothy Fox
60. Doug Kingston
61. Not identified
62. Chet Haring
63. Joe Archbald
64. Ole Hanson
65. Lex Chiquoine
66. Celia Brodi
67. Ann White
68. Francis O'Leary
69. Allyn McIntire
70. Jack Turner
71. Bennett Bates
72. Doug Grant
73. Bob Bagg
74. Bill Strong
75. Ed Bishara
76. Mickey Cohen
77. Emil Riedmuller
78. Gene Hauss
79. Ann Veesly
80. Margie Thornton
81. May Thornton
82. Hettie Franck
83. Margie McGoy
84. Mrs. Bruce Barton
85. Not identified
86. Not identified
87. Not identified
88. Margie Crane
89. Alice Prout
90. Vera La Tourette
91. Agatha Sirianni
92. Kay Saunders
93. Maria Sutherland
94. Dorothea Ferry
95. Agnes Turner
96. Ann Callahan
97. Grace Vetter
98. Agnes Walsh
99. Not identified
100. Tillie Schnurr
101. Clara Mertz
102. Vera Fagin
103. Sarah Yores
104. Kitty Sullivan
105. Martha Murray
106. Florrie Shreck
107. Tiny Sutherland
108. Frank McGurk
109. Mabel Hanford
110. Cecilia O'Neil
111. Irene Smith
112. Chris Heinemann
113. Stanley Green
114. Robert E. Lee
115. Not identified
116. Not identified
117. Lou Millot
118. Kurt Josten
119. Doc Woolley
120. Ed Blackburn
121. Not identified
122. Frank Hatch
123. Bob Barton
124. Rowly Davis
125. Frank Hubbard
126. Bert Hanson
127. Not identified
128. Mary Willmott
129. Bob Smith
130. Sally Lynch
131. Eddie Lynch
132. Spence Vanderbilt
133. Ace Trenchard
134. Ann Harrison
135. Paul Senft
136. Larry Falkenburg
137. Loretta O'Neil
138. Paul Hollister
139. Tom Ryan
140. Frank Corcoran
141. Not identified
142. Not identified

The Creative Man's Corner . . .

Not the Most—the Almost

Once upon a time we knew a young bachelor who was invited to dinner at the home of two elderly and frighteningly prim maiden sisters. It was an elaborate home, designed to their own specifications. The young man, delayed at his office, was aware that he would be late, and proceeded to the engagement direct from work.

He was greeted, and welcomed with warm enthusiasm the suggestion that he might like to wash his hands. The ladies indicated a door, and he barged in somewhat precipitately. There, in a spotless cubicle, was a place to wash his hands—and nothing more.

Kohler of Kohler may be kin to those maiden ladies. Here is a beautiful advertisement, showing a beautiful young thing exclaiming pridefully about "her own dream bathroom." But the bathroom is, as pictured, not "the most." By any standards known to this department, it is woefully incomplete. The essential ingredient is missing. It is "almost."

May we consider this situation briefly? This is a modern world, a matter-of-fact world. A long time ago James Branch Cabell, in his suppressed novel, "Jurgen," commented that in American fiction no character was ever allowed any excretory function beyond a bead of honest sweat on his brow.

Jack Paar was recently plunged into the depths of a total dither over an episode involving the abbreviation, "W.C."

But surely the literate, magazine-reading public would not be offended by the sight, in any advertisement, of the third and so-very-important fixture in a modern bathroom. Otherwise there would surely be a mass boycott of all the other plumbing-fixture manufacturers. American Standard, in this same issue of the *Post*, bravely pictures its "off-the-floor toilet" which "lets you swish a mop under it for new ease of cleaning."

This department submits, in all seriousness, the opinion that Kohler of Kohler would have a better advertisement, with much more selling power, if the bathroom shown were a complete bathroom, and the copy set forth the advantages of all Kohler bathroom fixtures.

Good taste is greatly to be desired. We are as disgusted as most with the deodorant tv spots dealing so clinically and offensively with statues. But surely there is nothing offensive or disgusting in showing a bathroom in its colorful completeness. Kohler, we are almost sure, makes toilets as well as bathtubs and lavatories.

Why, in the name of common sense, show only an "almost" bathroom? #

Tips for the Production Man . . .

The Case for the Diminutive Headline

By Kenneth B. Butler

In years of dealing with both editorial and advertising production, I have been a resolute disciple of the large, dominating headline. Nor am I about to abandon these wicked, wicked ways, if such they be.

I have, on the other hand, heard it said that the exception proves the rule, and in *Esquire* magazine I have found that ex-

ception.

Take the June issue, for example. Provided that you are able to tear your eyes away from the four pages on which a sprite named Barrie Chase demonstrates the intricacies of the Maxixe, you will find the fine art of the diminutive headline exercised with astonishing effectiveness.

It is, in fact, doubly significant that the publication is *Esquire*, for the magazine employs a page size of 10⅛"x13⅛" (give or take an em or two, depending on the trim). And, since this page size is considerably larger than standard, logic dictates the use of a headline larger than standard. But what do we find?

■ 1. "The Fine Art of President Picking" in what appears to be 12 point!

2. "Switzerland—European Showcase" in 14 pt.

3. "How the Man with the Record One Eighth of an Inch Long Was Saved by a Bessarabian Rye," also in 14 pt.

4. "The Europe That's Back of the Curtain" in 18 pt.

5. "What and How to Steal from Restaurant Associates" in 20 pt.

In fact, only a couple of the headlines in the issue can be measured at more than 24 point. Yet, the headlines are in every case potent, dramatic, and fully functional.

Lest this splendid issue tempt all and sundry to henceforth set all headlines in size so diminutive, let's take just a minute more and observe *why* these particular headlines managed to succeed despite violation of a highly logical rule of thumb.

1. First of all, the paper stock is of high quality, heavier than normal and with an absolute minimum of show-through.

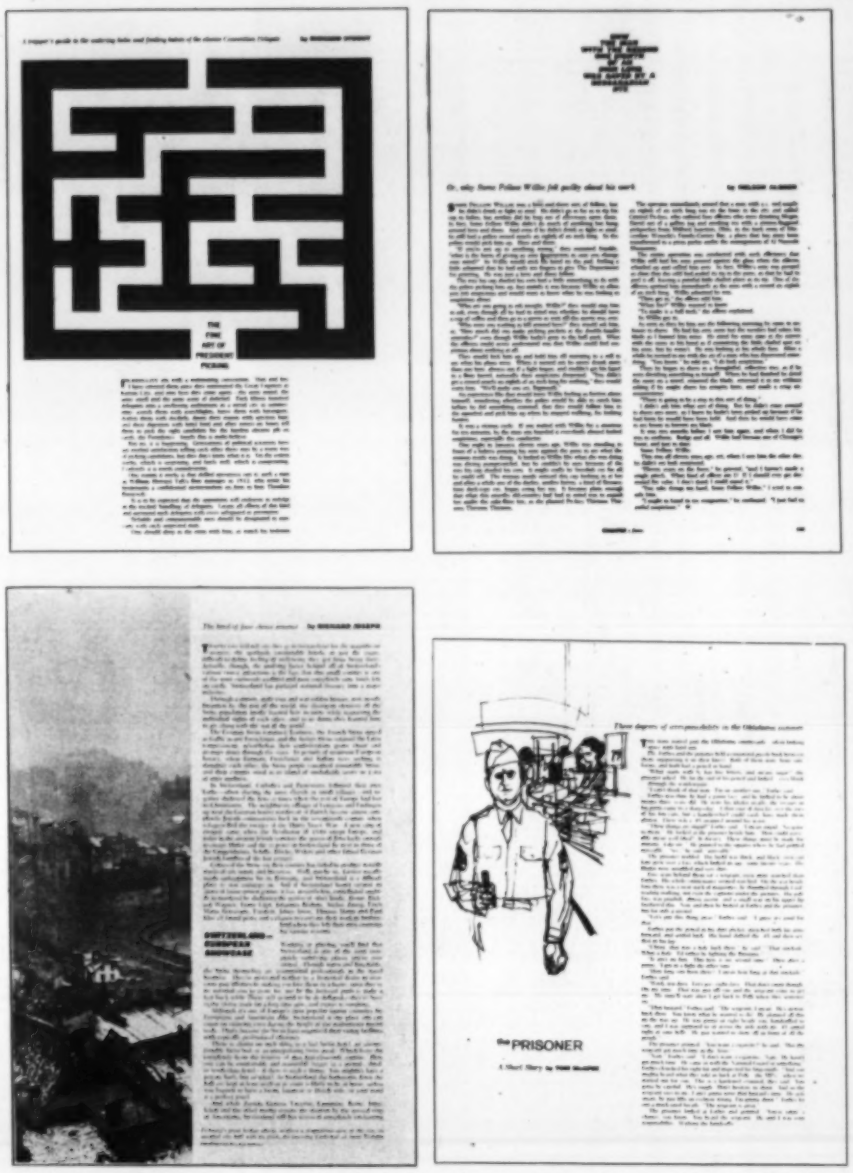
2. Each of the layouts involved is simple in the extreme. There are no boldface subheads, no cluttered "extras" to compete with the display, so that—regardless of size—the headline remains a major focal point.

3. In virtually all cases, the headline is positioned in a large area of contrasting white space.

4. The smallest of these headlines are in fairly black type, with the exception of one which is set in red type, but with a surrounding black mass focusing upon it (The Fine Art of President Picking).

5. In most instances, the remainder of the page consists of gray masses of text.

■ Conclusions: The diminutive headline (1) requires imaginative and skilled layout talent; (2) is never used for the purpose of saving space or crowding in an extra line or two of type; (3) demands a layout of utmost simplicity, and would fail dismally in an ad or editorial situation involving myriad small blocks of type, boldface, or illustrations of disparate sizes and dimensions. #



PLAYED DOWN—*Several layouts from Esquire, making dramatic use of the diminutive headline. Simple as it looks, the technique requires consummate skill, contends our production tipster.*

On the Merchandising Front . . .

The Vending Machine Era Now Begins

By E. B. Weiss

It may sound queer to remark that "the vending machine era now begins." After all, we've had vending machines for years, the industry's volume is enormous, and the variety of merchandise sold has broadened considerably.

E. B. Weiss

However, two great roadblocks have narrowed the distribution channel represented by the vending machine. One has been its inability to accept bills and make the change required by larger denomination bills; the second, its inability to vend perishables outdoors.

The latter presented grave difficulties not only for food, but also for health and beauty aids, and for innumerable non-food items that do not benefit from exposure to extremes of temperature and humidity. The former prevented the merchandising not merely of items selling for $1 retail and over—it also kept the average ticket considerably below $1, since the limitations on change mitigated against multiple-package units, multiple sales, etc.

■ I had been informed, well over two years ago, that by 1960 the vending machine would be able to accept paper money—and make required change. In several columns in AA, over that period, and in several talks, I passed on this information. I had also been informed that, if anything, more progress was being made in technical developments with vending machines that would lessen the problem of perishability from outdoor exposure to the elements (from indoor exposure, too, for that matter). And this, too, I reported.

■ Now we find that the vending machine capable of accepting bills and making appropriate change (it accepts $1 and $5 bills and all kinds of change up to a total of $9) is on the market. Indeed, one of these electronic merchandising fixtures is receiving a fascinating test in Macy's, New York, on such items as men's T-shirts. (This is the machine developed by Universal Match.) The very concept of a vending machine for soft goods in a department store is startling.

We also find that electronic and other devices have been developed that make perishability very much less of a problem than before. As a matter of fact, so long as a vending machine of the new type is properly serviced, perishability has been reduced to manageable and therefore acceptable proportions. Moreover, the progress made to date in this respect suggests that the few remaining difficulties will very soon be reduced to a supportable minimum.

■ I think these vending machine developments have come along at precisely the right time. Mass retailing is in desperate need of mechanical and electronic merchandising concepts that will lessen its dependence on labor on the selling floor. The vending machine now holds some promise of cutting the retail payroll measurably, as well as increasing volume. I believe, therefore, that mass retailers will be more inclined to experiment with these newest automatic vendors than might have been the case just a few years back; surely the Macy experiment is proof of the validity of this assertion.

I believe, also, that our larger retailers will not be too hasty in condemning the automatic vendor if, in its initial tests, it does not live up to the bright future promised for it. This will be a great benefit—and for these reasons:

■ First—over the years, some large retailers have experimented with vending machines (Filene's, for example) and then discarded them for good reasons. Unfortunately, in several instances, these retailers soured so completely on vending machines that they want nothing further to do with them. But now, as I mentioned, I think that most mass retailers will conclude that tests are not to be discontinued simply because of a failure, in part or in whole. After all, most of our great inventions would never have been perfected if they had been discarded because of failures in their early stages. So there will be a beneficial willingness to continue these vending machine tests, to learn a bit from each failure, to change and to modify procedures. This will be all to the good.

■ Second—I am also of the opinion that the testing will go 'way beyond merchandise, pricing, packaging (all extremely important, of course). I think the testing now will include locations for the automatic vendors—locations in otherwise wasted space in retail stores; locations outside of retail stores that will be operated day and night, seven days a week; locations in types of outlets for which the vended merchandise would not otherwise be suitable (gasoline stations for example); locations not directly associated with a store (like the new outdoor corner locations for pay telephones). These tests will also include completely new concepts of retail stores that will consist exclusively of batteries of vending machines. Maybe the automatic vendor will bring back the small specialty store and bring a halt to the mad dash of all retailers toward giant one-stop store units.

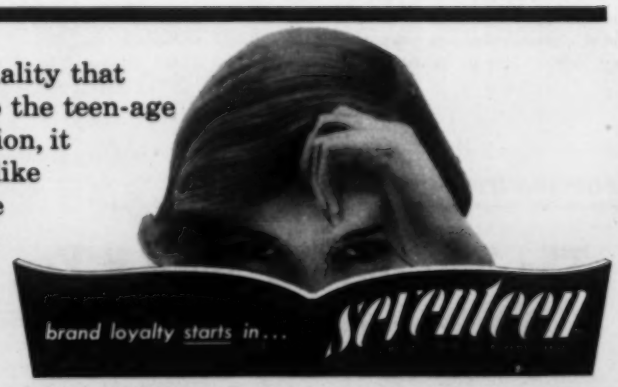
In any event, it would surely appear that the proper moment has arrived for large manufacturers of pre-sold brands to establish, as a specific project, the development of total marketing plans involving the automatic vendor. Several manufacturers right now are working along this line. I believe that Pepsi's interesting vendor, which automatically dispenses six-packs, is fascinating evidence of recognition of the role the automatic vendor will soon be playing in soft drinks, in beer, in cigarets, etc., for multiple units. And I assume that several large manufacturers of soft goods are keenly interested in the Macy experiment with T-shirts and other soft goods items.

■ The companies that are developing the new types of vendors—the vendors that accept paper bills and make appropriate change; the vendors that can dispense units as large as beer six-packs; the vendors that can dispense perishables—are now very large companies; they are well heeled, able to make substantial investments for future returns, and with the "right" connections (including the right investment banking connections). It is logical, therefore, for large manufacturers of pre-sold brands to begin mature planning for the coming age of automatic vending of a remarkable variety of pre-sold brand classifications—bearing in mind that the pre-sold brand makes possible the automatic vendor, and also bearing in mind that the automatic vendor will bring about changes in distribution as violent as those resulting from the growth of the food super. #

"GIRL TALK" FOR AD MEN

I love *seventeen* ...
that's why Seventeen's advertisers love me!

What makes SEVENTEEN so dear to the teen-age girl's heart? The very same quality that endears her to SEVENTEEN's advertisers. *Devotion.* For SEVENTEEN is devoted to the teen-age girl *exclusively.* From cover to cover, it talks with her alone. In girl-to-girl fashion, it answers *her* questions, discusses *her* problems, expresses *her* ideas. "Girl talk" like this creates amazing buying action. 65.2% of SEVENTEEN's 4,800,000 readers have actually bought merchandise from its pages.* What *kinds* of merchandise? Not just cosmetics and clothes, but everything from silverware and diamond rings to furniture and food. No wonder advertisers place more linage in SEVENTEEN than in any other monthly magazine for women! **Gilbert Youth Research*



it's easier to **START** *a habit than to* **STOP** *one!* SEVENTEEN MAGAZINE • 488 Madison Avenue, New York 22 • PLaza 9-8100

DOUBLE EXPOSURE FOR YOUR ADVERTISING: SEVENTEEN-at-School—only magazine of its kind—offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!

What's Doing on the Legal Front . . .

'Phantom' Stock Bonus Plans Are New Look in Executive Compensation

By Sidney A. Diamond
Member of the New York Bar

Talented executives today cannot be attracted and held by salaries alone. Some form of incentive compensation program that will give the individual a share in the progress of the business is demanded almost universally. As the result of a legal blessing given to the Koppers Co. by the supreme court of Delaware, "phantom" stock plans recently have been receiving a lot of attention for this purpose.

Sidney A. Diamond

A phantom stock plan gives the employe the financial benefits of owning an interest in the business, although he actually doesn't acquire any stock at all. This kind of system has certain advantages for both sides. Furthermore, although plans like these have been adopted mostly by very large, publicly-owned companies so far, they also seem to have features that will appeal particularly to relatively small, closely-held corporations like advertising agencies.

■ Instead of shares of stock, the participant in a phantom stock bonus plan is awarded "dividend units," "stock units," "deferred compensation units," or some similarly-named right of participation in the company's future profits. Typically, each phantom stock unit is entitled to dividends equal to those paid on the actual shares of stock issued by the corporation. In addition, an employe who resigns or retires may be given the right to redeem his phantom shares, perhaps for an amount equal to any increase in the book value of the corporation's real shares of stock. There are no fixed formulas for participation; they can be varied in innumerable ways.

Also, phantom units may be awarded by a bonus committee, by the board of directors, by the chief executive officer, or in whatever other fashion the management decides.

Now let us compare the operation of these phantom unit plans to the requirements of a plan under which real shares of corporate stock are made available to employes.

■ An employe can get stock as a bonus in only one of two ways. It is either given to him in recognition of his services, or he receives an option to buy it for cash.

If the employe is not required to pay anything for the stock, that doesn't mean it is simply a gift. On the contrary, a corporation ordinarily has no legal right just to give its stock away. The "free" stock, therefore, is treated just like any other bonus given to an employe, which means it is additional compensation for his personal services. And this, in turn, means that the employe must pay income tax on the fair value of the stock. It is bad enough to have to dig into your pocket for the cash to pay tax on a certificate of stock, but there may be even worse problems if the Internal Revenue Service decides to contest the value placed on the stock. So far as phantom stock units are concerned, the final returns are not in yet, but it seems likely that only the dividend payments will be taxed, since the phantom shares do not represent any equity in the corporation.

■ If the employe is given a stock option, it can be restricted in such a way as to avoid any income tax on the value of the option itself. But a stock option is worthless unless the employe can raise the cash to buy the stock when the time comes to exercise the right to pick it up. If the stock is listed on an exchange or traded over-the-counter, and the market price is higher than the option price, the employe may be able to sell some of his shares at a profit and thus reduce the net cash investment required. But this frequently would be impossible in a closely-held corporation, because the shareholders generally are prohibited from selling their stock and there is no market for it. No such problem arises under a phantom stock plan, for the units are simply given to the employe without charge.

■ These phantom plans obviously provide a desirable kind of additional compensation from the employe's viewpoint. He cannot possibly lose, which might happen with real stock. However, phantom stock plans do not permit any opportunity for capital gains; all proceeds would be taxed as ordinary income.

From the standpoint of the corporation, a phantom stock bonus plan may be much simpler than one involving real shares. In the first place, the various legal technicalities of issuing stock certificates are avoided. In addition, the employes who receive phantom shares get no voting rights, so that the management need have no fears of running into a proxy fight with a group of its own employes who have gotten together and pooled their votes. Finally, there is no need for the complicated stockholders' agreement which the small corporation, in particular, finds necessary to prevent the sale of stock to outsiders and requires its resale if the employe resigns or retires.

Although phantom stock plans eliminate many legal procedures necessary when real stock is given to employes, it is obvious that even a phantom plan requires certain formalities and some paper work. No such plan should be attempted without a careful analysis by your lawyer and accountant. #

Learning from the Retail Ads . . .

The 'Dig Out the Story if You Can' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

Advertising is never anything unless it is first of all—communication. Here is an ad that fails completely to fulfill its potential because it falls down on that first fundamental requirement.

Most of the reproductions are ugly, incompetent, and muddy. That fetish of artists who are not commercial artists—black type on grey background—conceals the story the ad was bought to reveal.

There is enormous dramatic possibility in the theme of a preview of PRODUCTS OF THE FUTURE. Important stores are more than shopping centers for women. They are literally places of entertainment and diversion—to say nothing of education. Department store traffic would shrink greatly if women reduced their visits to none but purchasing expeditions and minutes. Women walk through stores, including furniture stores, to "see" and to "look."

And this ad has a story to tell that would bring them in.

Whatever the response was to this ad, it could have been much greater. And if the ad had communicated its story with instant clarity, numerous people who did not respond, or who could not or would not respond, would nevertheless have had a heightened impression of this store and of the cooperating manufacturer.

■ Advertising, to repeat the definition I cannot mention too often, is professional selling multiplied by circulation. But you cannot multiply selling unless you communicate. A good assignment for any class in advertising, or for any of the numerous layout artists who permit art or creative devices to come between their advertisers and the readers would be to revise this

ad and make it tell its story engagingly and with superb clarity. #

What They Were Saying 25 Years Ago . . .

Z. L. Potter, exec vp of Erwin, Wasey & Co., in a statement during Foreign Trade Week (AA, May 27, 1935):

"The thing that many people overlook is that foreign trade can in the long run be nothing more than a trade. We cannot export more than we import, nor import more than we export. If this is true, and if we can, except for certain tropical vegetable products and a limited number of other things, meet all our needs through American production, what is the sense of exporting goods to other countries only to receive back from them goods we also can produce? It cannot increase employment or prosperity in America. The only people to profit will be the steamship companies."

Mrs. Emily Newell Blair, chairman of the consumers' advisory board of the NRA, addressing the AFA (AA, June 17, 1935):

"The consumer's approach to commodities is very different from what it was in the days of golden prosperity. The consumer today fears poverty more than pyorrhea. The gas-per-mile of a car is more important than a streamline. The shrinkage of a dress counts more than the latest style, the amount of peach in a can more than the size of the peach, the quantity of cold cream in a jar more than a delicate aroma. And price above all.

"Naturally, producers do not like this, nor can you blame them. After spending millions of dollars to establish a brand name on the basis of its delectability, or beauty, or style, or perfume, it must be very sad to have to resell it on the basis of how many calories it will produce, what its tensile strength is, how long it will last, and what it is really worth to a man trying to maintain a $10,000 standard of living on a $5,000 income."

Chester H. Lang, director of publicity of General Electric and president of the Advertising Federation of America, addressing its annual meeting (AA, June 17, 1935):

"Advertising, aided by sound and fair legal regulation, will be as near perfection as mortals can make it. But even then there will be crooks, liars, swindlers, twisters of words, who will use, or try to use, advertising to achieve dishonest and unworthy results, just as the same gentry have misused every other useful instrument of business and society down through the years."

E. H. Harris of the Palladium and Item, Richmond, Ind., chairman of the Inland Daily Press Assn.'s national radio committee, speaking at an association meeting where he rapped the broadcasting of sponsored news programs (AA, June 17, 1935):

"Can you imagine a great newspaper leading off its principal story on Page 1 with a paragraph something like this:

"Ladies and gentlemen: The double column story of vast national importance which is herewith presented to you in these columns is presented through the courtesy of Messrs. Blank and Blank, the largest manufacturers and distributors of hot air appliances in the world.

"When you read this story, just recall that it has come to you through the courtesy of Messrs. Blank and Blank. We hope you will enjoy it and we especially hope that when you next buy a hot air appliance you will keep Messrs. Blank and Blank in mind. Try their appliances once and you will never use any others."

IN MICHIGAN . . . everything starts early

THE NO. 1 NEWS MEDIUM IN MICHIGAN

1 newspaper at **1** low cost provides basic coverage of METROPOLITAN MICHIGAN . . . delivers the Detroit Retail Trading Area PLUS Michigan's Standard Metropolitan Areas!

Why let people sleep on their buying decisions?

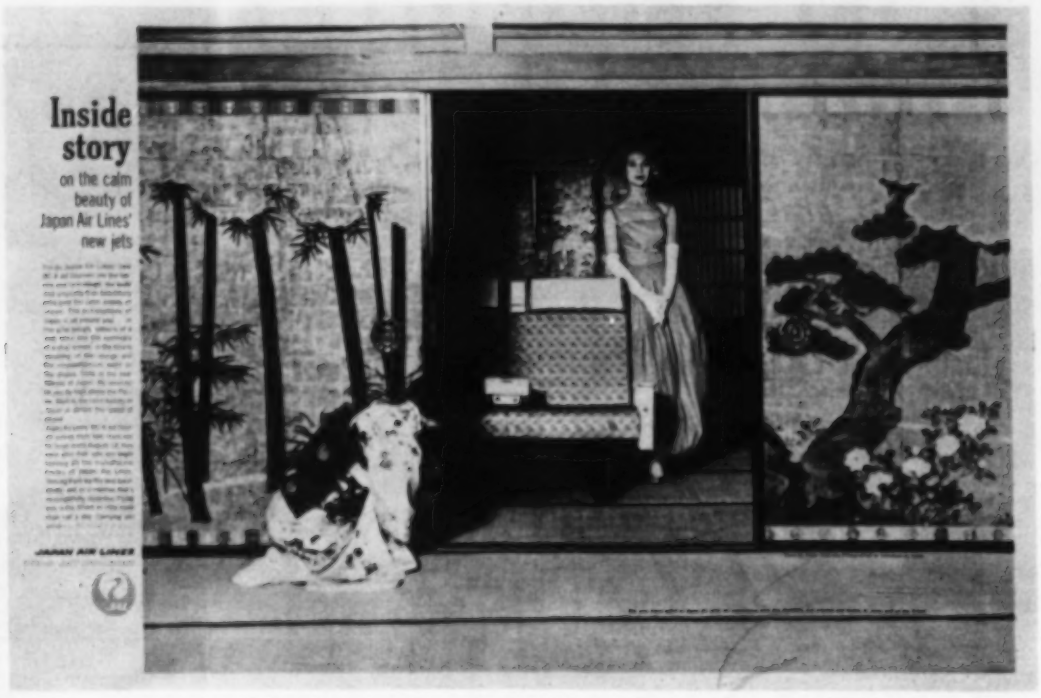
Have your advertising message delivered in the morning for **BUYING ACTION** the same day!

The daily **FREE PRESS** reaches more people for you than any Michigan newspaper, and does it at a lower cost per thousand.

The Detroit Free Press

Michigan's *Only* Morning Newspaper

National Representatives: Story, Brooks & Finley • Retail Representative: George Melloy, New York



NICKELODEON THRILLER?—*Those two gents who appear to be struggling with each other on a station wagon roof while a sanguine cop looks on are really trying to take a picture for an ad for Japan Air Lines. They are Jerry Huff, Botsford, Constantine & Gardner art director, bracing Walt Hagemann, photographer, against winds whistling in on San Francisco International Airport. The cop is an airport policeman. The ad to the right is obviously not the one the two men are trying to get art work for, but it is for the same client, by the same agency. It will run as a color spread during July in Holiday, The New Yorker, Town & Country and Vogue.*

'Montrealer' Buy Caps Period of Rapid Expansion for Wallace Publishing Ltd.

MONTREAL, June 7—With the acquisition of *The Montrealer*, slick magazine catering to top level society, by Wallace Publishing Ltd., has come the story of how J. J. (Joe) Wallace, president, who migrated from Scotland in 1915 at the age of six, is today the third largest business paper publisher in Canada.

Said Mr. Wallace: "*The Montrealer* has a definite place on the national scene and I have great confidence in its future. It is the only monthly publication left wherein the purveyors of the finer things of life can advertise their wares and services."

Purchase of *The Montrealer* from Town Publishers Ltd. caps a remarkable expansion period by the Wallace company. Recently it acquired *Architectural & Building Catalog* and *Engineering & Industrial Catalog*. Last March marked the debut of another publication, *Canadian Pit & Quarry*. The number of Wallace publications has grown from four in 1946 to 18 at present. Sparking this rise has been 44-year-old J. J. (Joe) Wallace, who branched out for himself 14 years ago by purchasing Holliday Publications Ltd.

■ Associated with him since the earliest days have been two brothers, John, vp and general manager, Wallace Publishing, and Robert, vp and general manager, Wallace Press Ltd. Joe Wallace first entered the publishing business in Canada in 1933 when he took a job in the circulation sales department of the Maclean-Hunter Publishing Co. He soon became a crew manager, then a sales supervisor and moved from Montreal to the position of branch subscription manager at the head office in Toronto in 1940.

In 1942 he became advertising sales manager of *Plant Administration* and was sales manager, central division, Canadian Engineering Publications Ltd. a year before purchasing Holliday Publications. The company's growth is unique in Canadian publishing. Volume of advertising and business in general is 33 times that of 14 years ago.

There were signs of success right from the beginning as the four publications purchased from Holliday doubled their revenue the first year. In the next decade revenues soared by 2,500% as the four original magazines expanded, others were purchased and still others launched. *Building Management* was the first new magazine created by the new company. It was succeeded in 1955 by an industrial publication now called *Plant Management*.

■ In 1951, *Canadian Builder* was begun. From the start this became Canada's leading building construction magazine and today carries 50% more advertising than its nearest competitor. *Sports Goods & Playthings* was purchased in 1952, splitting in 1956 into *Sporting Goods Merchandiser* and *Toys & Playthings*, each exclusive in its field. *Transport Commercial* was launched in 1953 to serve French-speaking fleet and bus operators.

In 1954, *Canadian Variety Merchandising* was expanded and in 1955 Canada's first office executive magazine was founded. Its title, *Office Equipment News*, was changed to *Office Administration* in 1959.

Year by year expansion continued. In 1956, *Product Design & Materials* was started, changing its name in 1959 to *Product Design & Engineering*. *Batiment Genie-Construction* split into *Batiment* and *Genie-Construction* in 1958, bringing to four the number of French-language publications. The first issue of *Packaging Progress*, a new magazine for Canada's packing field, came out in April, 1959.

"Joe" Wallace expects to double his advertising and publishing business in the next 10 years. #

WESTERN HORSEMAN
149 Advertising Agencies Placed 187 National Accounts in Last 16 Issues of THE WESTERN HORSEMAN
1836 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

THE Great
SCRANTON-WILKES-BARRE-HAZLETON
MARKET
3rd IN PENNA.
$168,850,000 IN FOOD SALES!
TOTAL OF LACKAWANNA AND LUZERNE COUNTIES IN SRDS CONSUMER MARKETS - FEBRUARY 10, 1960
44th IN U.S.A.
The Scranton Times
SAWYER - FERGUSON - WALKER COMPANY, INC., National Representatives • NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • ATLANTA • LOS ANGELES • SAN FRANCISCO

Giantview TV Changes Name

Giantview Television Network, Detroit and New York, has changed the name of its closed circuit tv and tv tape production division to General Television Network. The company will retain the Giantview name for its tv and electronic equipment manufacturing division. The change was made to give separate identities to the company's closed circuit operations and its manufacturing unit, Stanley R. Akers, president, said.

BBDO Boosts Three

Peter Touart, copy supervisor in the New York office of Batten, Barton, Durstine & Osborn, has been appointed head of all creative services in the agency's Minneapolis office. Donald B. Madden, account executive in the San Francisco office of BBDO, has been shifted to New York. Donald J. Dolen, who heads the copy department in BBDO's Detroit office, has been named a vp.

McGraw-Hill Boosts Taylor

Tom Taylor, who joined McGraw-Hill Publishing Co. in 1930 and has been district sales manager of *Food Engineering* since 1935, has been appointed assistant to the district manager of the company's Cleveland office.

Rossi Adds Two Accounts

Rossi & Co., Detroit, has been named to handle advertising for H. R. Krueger & Co., Detroit, maker of machine tools and automation equipment, and for Weldit Inc., maker of torches and welding equipment.

KGO-TV Names Coughlan

KGO-TV, San Francisco, has appointed Russ Coughlan general sales manager, succeeding David M. Sacks, who has been named general manager. Mr. Coughlan joined the station as a sales representative in 1957.

WAVE, WAVE-TV Issues Handbook to Guide Agencies

LOUISVILLE, June 7—A formal set of standards and requirements for what it expects from agencies in connection with commercials for their clients has been set forth by WAVE Inc., operator of WAVE and WAVE-TV.

Two booklets, one for radio and one for tv, have been distributed by WAVE to Louisville area agencies.

"Many of these standards and requirements are already covered in our standard station contracts," said Nathan Lord, vp and general manager of the stations. "However, we felt that agencies would welcome our putting all of them in this collected form."

With the requirements now compiled and listed, Mr. Lord served notice that the station will begin charging for services it performs when it feels these services should have been performed by the agency.

■ The television booklet includes sample commercials, film and art specifications, and requirements for such things as deadlines, copy length, props and materials.

The radio booklet includes requirements for spots, such as number of copies, type of copy, deadlines, product acceptance and contests. #

Ted Levy Changes Name; Names 2, Adds 4 Accounts

Ted Levy, Richard Lane & Co., Denver, has changed its name to Jerome Philip Advertising Agency. At the same time Gray Fair has joined the agency as art director and production manager, and Dave Cheever has joined the agency as an account executive.

The agency recently added the following accounts: Glenshore Mfg. Co., Colorado Industrial Bank, Lone Star Airlines and Standard Furniture Mfg. Co.

Anderson to 'Sportsman'

Roy Anderson, formerly owner of radio station KRPL, Moscow, Ida., has been appointed ad and business manager in charge of the Seattle office of *Alaska Sportsman*.

One of today's important merchandising trends is to convenience items. Many of these are made possible only by aluminum foil protection. Many also benefit by the brilliant beauty of foil and the quality image it creates...*the leadership image*. Pictured here on Reynolds Aluminum Foil are a few examples from the endless parade appearing in Reynolds Wrap Aluminum Packaging. Give *your* quality product this Look of Leadership!

QUALITY PROTECTED WITH Reynolds Wrap ALUMINUM PACKAGING

SEAL HELPS SELL!
Proclaim the fact that your product has the quality protection of Aluminum Foil... it pays! Tell the story on your package, too...with the Reynolds Wrap Aluminum Packaging Seal. Used on more and more products, known to more and more shoppers...surveys prove it helps sell!

PRINTED BY OFFSET

PICTURED ABOVE WITH REYNOLDS WRAP... FINE PRODUCTS OF WARNER-LAMBERT PRODUCTS DIVISION

Look to the Leader in Foil Packaging

REYNOLDS ALUMINUM

PACKAGING LEADERSHIP

Aluminum foil, in itself, gives an unequalled head start to any creator of packaging. No other material can match it for protective properties and for brilliant eye-appeal. And Reynolds makes the most of these advantages in every possible form... labels, overwraps, liners, pouches, envelopes, containers and folding cartons which now include the Mead-licensed Cluster-Pak.* Reynolds research is continually developing new foil combinations, new containers and closures, new adaptations of automatic equipment. You are calling on the leader in the field when you phone the nearest Reynolds sales office. Or write: **Reynolds Metals Company**, Richmond 18, Virginia.

**Registered Trademark of The Mead Corporation*

See these Reynolds shows on ABC-TV network: "BOURBON STREET BEAT" and James Michener's "ADVENTURES IN PARADISE" Monday nights.

REYNOLDS ALUMINUM

Hobbs-Hall House Misleads in Contests, N. Y. Suit Charges

NEW YORK, June 8—The state attorney general's office has filed a summons and complaint in supreme court here against Hobbs-Hall House, a contest promoter, and three other co-defendants Hobbs-Hall is alleged to control, charging them with fraudulent and illegal activities and asking that the businesses be dissolved.

The 16-page complaint, filed by Louis J. Lefkowitz, state attorney general, charged that Hobbs-Hall "falsely represented" that C. S. Hammond & Co., Molle Shaving Cream and Ingram Shaving Cream Co. were sponsors of certain games and contests, when actually Hobbs-Hall was the sponsor. He said the purpose of the contests was to sell merchandise manufactured or distributed by the co-defendants in a "trade up" scheme.

Contestants were "lulled into the false and misleading belief that they were but one of a small and limited group of people tied for the first prize" when actually there were "thousands" tied for first prize, the complaint said.

■ At various stages of the contests, entrants were told they could increase their potential winnings through the purchase of various merchandise, including "men's toiletries, vitamins, books, encyclopedias and atlases."

Other defendants in the suit are Aristotle Publishing Corp., Vitablen Corp. and United Atlantis Inc. Partners in Hobbs-Hall are Robert D. Grimm, Joseph J. Ashton and Andre F. L'Eveque. Asked about the complaint, Mr. Grimm said: "We challenge it in every instance." His attorney, Harold O. N. Frankel, said Hobbs-Hall had "advertising contracts" with Hammond, Molle and Ingram.

Among the other charges made in the complaint are:

• Hobbs-Hall simultaneously conducted several contests with cash and other prizes totaling $350,000 and had "insufficient funds" to pay the prizes.

• Although the Hobbs-Hall promotions began in 1957, as of last Jan. 31, approximately $300,000 in prizes remained unpaid.

• Rules and regulations of various contests were changed "from time to time in direct contravention" to previous policy.

• From time to time contestants received unsolicited merchandise from Hobbs-Hall "contrary to the objects and purposes set forth in its certificate of incorporation."

Mr. Lefkowitz asked the court for temporary injunctions against the four defendants and for the appointment of a receiver to liquidate their businesses. #

O'Sullivan to Hall, Haerr

O'Sullivan Industries, Owensville, Mo., maker of tv tables and furniture, has named the Jefferson City office of Hall, Haerr, Peterson & Harney to handle its advertising. Plans include direct mail program and catalog literature campaign, plus trade advertising.

Hollywood Adclub Elects Spero

Stan Spero, KMPC, has been elected president, Hollywood Advertising Club. Other officers elected are George W. Allen, Guild, Bascom & Bonfigli, 1st vp, and Robert Light, Southern California Broadcasters Assn., 2nd vp.

Graflex Names Pendergast

Joseph E. Pendergast has been named manager of advertising and sales promotion of Graflex Inc., Rochester, N.Y. He will also retain his title and duties of merchandising manager.

revelationary!
you'll wonder why you ever bought any other Vodka!
CROWN RUSSE
finest VODKA made

REVELATION — *International Distilleries Co., Los Angeles, is introducing its new Crown Russe vodka in Washington, Oregon and Utah with newspaper ads like this and outdoor posters. Cappy Ricks & Associates, Seattle, is the agency.*

'More Sophisticated' Market in 10 Years Predicted by Pensyl

BALTIMORE, June 7—Most of the spending will come from discretionary buyers within the next 10 years, according to William E. Pensyl, vp and creative director at Ketchum, MacLeod & Grove.

He said that since income becomes discretionary at about $4,000 per annum, and since 60% of spending will come from families within the $7,500 bracket in 10 years, a more sophisticated and more sought-after market will emerge.

He told the Baltimore Art Directors Club at its 10th annual exhibition awards luncheon that public tastes and buying habits are becoming more cultivated than ever before. Mr. Pensyl noted that record sales of books, symphony tickets, stereo phonographs, exotic foods and foreign cars are definite signs of the trend.

■ People are better supplied in money and leisure time than ever, he said. Almost one-half of the men go to college today, and he predicted that in another decade the male work force will be 20% larger than it was in 1957. There will be some 40% more people in creative jobs, he predicted, and this will produce consumers with taste, who in turn will create a mass, sophisticated, cultivated market.

"This more sophisticated, more pursued market spells more trouble for advertisers because it spawns new and more competitive varieties," Mr. Pensyl warned. "Industrial buyers might face a different market; but they will still use a better cultivated taste and will buy in the office as they do in their homes.

"Regarding the heavy advertising competition for this market," he said, "the creative person's big idea and its communication will count the most." #

'Syndication Digest' Bows

Syndication Digest, a controlled circulation monthly covering news of the real estate investment field, has been published by Syndication Digest Inc., 45-55 Pearson St., Long Island City, N. Y. Ad rate is $350 per b&w page, based on circulation of 30,000.

Yount Co. Opens in Florida

Yount Co., Erie, Pa., agency, has opened its first branch office at 1010 Atlantic Blvd., Pompano Beach, Fla. M. A. Yount, former president of the company, will be in charge of the new office.

Hi-Lo Golf Cart Bows

Hi-Lo Mfg. Co., Chicago, which makes tv antennas and motor scooters, will use trade and consumer golf publications to introduce its new Hi-Lo golf cart next September. Direct mail, catalogs and point of sale material is also scheduled. Sander Rodkin Advertising Agency, Chicago, handles the account.

Pace to Chambers, Wiswell

Pace Controls Corp., Needham Heights, Mass., maker of industrial motors, has named Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston, as its agency.

Ad Agency Plus Direct Mail

More than Direct Mail Specialists—also a fully accredited ad agency. A combined service which correlates both. Phone HA 7-9187 or write on your letterhead.

"That Fellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

135
Woolf Articles
in handsome library edition

SALESENSE IN ADVERTISING is a careful collection of 135 of the best-liked of the more than 500 widely-read articles James D. Woolf has written for *Advertising Age*. Handsomely bound in cloth. Profusely illustrated. Woolf, for 32 years Creative Director of the Western Division of J. Walter Thompson Co., is well-qualified to express his ideas in this provocative volume. What makes this book different are the things that make Woolf different . . . an undying interest in people, an abiding faith in common sense and human dignity, a great impatience with stupidity, and the ability to express himself so clearly and forcefully that what he writes is instructive and enjoyable at the same time. Price, $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill. for "Salesense In Advertising," available on five days' approval..

Saturate Mississippi's Top Market*

You reach over 90% of all homes in Jackson—the State's retail trade Center with the *CLARION LEDGER* and . . . *JACKSON DAILY NEWS*

*** Plus reaching 10% to 90% of all homes in 31 surrounding counties**

THE CLARION ★ LEDGER AND JACKSON DAILY ★ NEWS
Jackson, Mississippi
Mississippi's First Newspapers • Represented by the Katz Agency, Inc.
Co-Owners WJTV (TV) WSLI Radio

Pushbutton Tuning May Peril TV Ads, Siragusa Asserts

MIAMI BEACH, June 7—Advertisers and broadcasters who present tv commercials in poor taste run an increasing risk of "pushbutton censorship," according to Ross D. Siragusa, president of Admiral Corp., Chicago.

Talking to eastern Admiral dealers here yesterday, Mr. Siragusa estimated that 10% of the tv sets being sold today have remote controls.

"No longer must a viewer go to his set to turn it off or change stations," he pointed out. "He can do this in a split second with a simple remote control. Tv is too costly a medium for advertisers to risk pushbutton censorship."

Mr. Siragusa said Admiral markets its wireless remote control device strictly as a convenience, and "not as a means of eliminating commercials.

■ "However," he added, "the viewing public is well aware that obnoxious programs and commercials can be whisked from the tv screen by merely pushing a button." #

A. B. Dick Appoints Bishop

William C. Bishop, former advertising and sales promotion manager of Brunswick International C. A., Chicago, has been named sales promotion manager-international of A. B. Dick Co., Chicago.

Ziv Co. Appointed by ETC

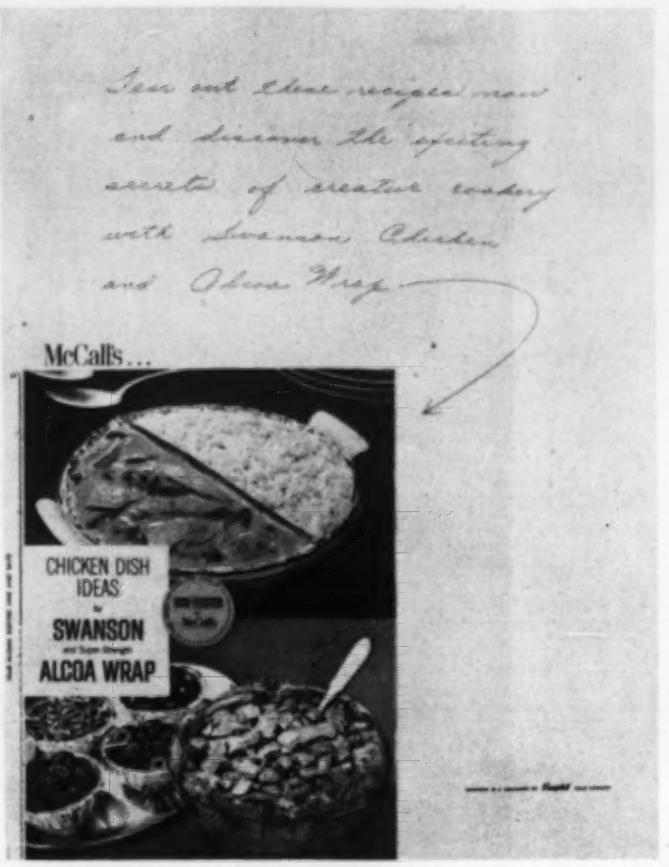
European Technical Coverage Inc., with offices in Chicago, London and Geneva, has named John Marshall Ziv Co., Chicago, and the affiliated Ziv Organization to handle its advertising and public relations.

iTP

A NEW STANDARD FOR MEASURING THE EFFICIENCY OF THE ADVERTISING DOLLAR

THE OIL AND GAS JOURNAL

TULSA, OKLAHOMA



FOOD TIE-IN—*Alcoa Wrap and Swanson chicken products are jointly promoted in this two-color ad with an eight-page booklet of McCall's Use-Tested recipes. The insertion runs in the June McCall's. Tv commercials are scheduled for "Alcoa Presents" (ABC-TV) and "Alcoa Theater" (NBC-TV). Tatham-Laird, agency for Swanson, a division of Campbell Soup Co., prepared the insert.*

Two Hopefuls Report on Pay TV to California Solons

SAN FRANCISCO, June 7—Two companies which hope to bring pay-tv to California have reported progress at a state legislative committee hearing, but neither would set a starting date.

The committee also was told that under existing law there "probably" could be little or no state, city or county regulation of pay television.

Both companies stated they would use telephone facilities in each city to carry their programs-for-pay into private homes by private wire. In such a case, according to legislative counsel Ralph N. Kleps, "cities and counties could not impose a franchise requirement."

Chester I. Lappen, vp of International Telemeter Corp., suggested that there be legislation to allow more than one pay-tv company in each city. Mr. Lappen said his company "already has more than 3,000 subscribers in Toronto."

Television Inc., formerly known as Skiatron, reported to the committee that it is not yet in operation anywhere but "we can be ready to go in a very short time." #

Honig-Cooper Names Two

John Neale, formerly with General Mills, has been named as a marketing executive in the San Francisco office of Honig-Cooper & Harrington. John D. Carewe Jr., formerly marketing research manager of Zimmer, Keller & Calvert, Detroit, has been named associate research director of Honig-Cooper & Harrington.

Two Accounts to E&R

Enyart & Rose, Los Angeles, has been appointed to handle advertising by two companies, Parabam Inc., Hawthorne, Cal., and Artistic Brass, Los Angeles. Artistic is a new company which produces bathroom fittings. Parabam manufactures astrodomes and digital clocks.

Connecticut Movie Owners Attack Hartford Pay-TV

HARTFORD, June 7—Pay tv is nothing more than free television without commercials, and the public will not support it once it learns what it has to pay for programming.

This was the gist of an aggressively-worded speakers' roster as the Motion Picture Theatre Owners of Connecticut thrashed out a campaign against the projected Hartford pay-tv plan envisioned by Zenith and RKO-General at WHCT-TV, Hartford.

RKO-General has applied to the FCC for permission to buy WHCT-TV, after which it and Zenith have said they would ask the FCC for a permit to conduct pay-tv testings for a three-year period over the station during evening hours (AA, April 4).

■ Albert M. Pickus, Theatre Owners of America president; George H. Wilkinson Jr., president of the Connecticut group; Atty. Herman M. Levy, general counsel of Theatre Owners of America; S. H. Fabian, president of Stanley-Warner Theatres, and George P. Skouras, president of United Artists Theatres and Magna Theatres Corp., were among the speakers. They told an attentive gathering of 100 exhibition representatives that pay-tv, which would, in effect, place a box office in every home, could, if successful, kill motion picture theaters and thus deprive the U.S. of the cultural tool now furnished by motion pictures for telling the American way of life abroad.

Speakers said that Zenith-RKO-General have announced motion pictures will be presented at a cost to subscribers of about $1 per show, so that if a person watched several shows a week, he would be paying no less than $300 a year.

Such a situation, it was noted, would be a particular hardship to low-income groups, and to the aged, infirmed and shut-ins. It was noted, too, that because all television programming must come from a common talent source, pay-tv, if successful, could ultimately dry up all programming for free television, and kill free television as it is known today. This, it is felt, will be strongly opposed by the public.

■ A report from Philip F. Harling, chairman of the Theatre Owners of America anti-pay-tv committee, and of the film industry's Joint Committee Against Toll-TV, asserted that Congress holds the ultimate authority to determine if pay-tv is in the public interest. He said the use of the free airwaves by private individuals at a cost to citizens is, in his belief, contrary to the American tradition.

Mr. Wilkinson told ADVERTISING AGE he expects soon to complete the state campaign to tell the public the facts about the costs they will have to pay under the proposed Hartford tv experiment. #

Otto Shifts Schwehr

Robert Otto & Co., New York, has shifted Ernest Schwehr, formerly Spanish copy chief and television director, to account executive of Miles Laboratories. Otto also has named Luis Lovelace, formerly with WKAQ, San Juan, to its Puerto Rican office.

Kenyon Adds Three Clients

Robert T. Kenyon Co., New York, foreign media representative, has been appointed exclusive U.S. advertising representative for three more European publications: *Punch*, London; *Epoca*, Milan, and *Industria*, Stockholm.

VETERANS—*Charles F. Dowd, president, Charles F. Dowd Inc., and Sterling Beeson, board chairman, Beeson-Reichert, pause before the Toledo Club where, a few moments after this picture was taken, they were honored for their long service to advertising and the community by the Toledo Advertising Club.*

Acquisition of UHF Unit in Hartford for Pay TV Test Okayed

WASHINGTON, June 7—The Federal Communications Commission has permitted RKO General to acquire Hartford tv properties which are to be used for a test of Zenith's Phonevision subscription tv system.

The deal involves $150,000 for a uhf Channel 18 station from Capitol Broadcasting, plus $245,000 for a 10-year lease on physical property, with an option to buy for $570,000 after the fourth year.

■ Meanwhile, Rep. Emanuel Celler (D., N. Y.) renewed his attacks on a series of deals involving NBC and RKO General which hinge on exchange of NBC stations in Philadelphia for RKO General properties in Boston.

After receipt of a letter from anti-trust chief Robert Bicks, reporting that the NBC deal does not involve violation of existing consent decrees, Rep. Celler indicated his anti-trust subcommittee may resume its investigation of tv networks, with particular emphasis on option time.

Mr. Bicks told the congressman, "No one who worked on the case or the decree found any reasonable basis for contending that acts or conduct of NBC or RCA transgressed the decree."

He reported that more than 45 persons were questioned, many of them under oath. He said the Justice Department found no basis for claiming that NBC "exercised its affiliation power" in its negotiations with RKO General, or that illegal tie-ins resulted in purchase of KTVU, San Francisco.

■ Westinghouse and KRON, San Francisco, have protested against NBC's actions, but Mr. Bicks reported the Justice Department found no evidence that NBC's actions with respect to Westinghouse and KRON represented more than an exercise of the right to terminate affiliation relationships. #

Reinhart Names Aron, Shore

Reinhart Inc., Philadelphia, manufacturer, distributor and retailer of home furnishings, has appointed Aron & Shore Advertising, Philadelphia, as its agency. Shaw & Schreiber is the former agency.

January Named by Dunagan

Ben C. January, former art director and production manager of WFAA and later with Taylor-Norsworthy, Dallas, has been appointed media director by Clark, Dunagan & Huffhines, Dallas.

You can SELL as far as you can REACH

And You Reach Far Beyond the Metro Area in South Bend!

The South Bend Tribune gives saturation coverage of the South Bend Metro Area (92%) with only 59% of its total circulation. The other 41% produces sales results in the surrounding 6-county Trading Zone!

South Bend Metro Area
Retail Sales.....$287,247,000*

South Bend 6-County Trading Zone
Retail Sales.....$198,200,000*

Potential Retails Sales in Total South Bend Market...$485,447,000*

Your ad message and ad dollar go far in The South Bend Tribune.

*Sales Management, April 15, 1960

The South Bend Tribune

Franklin D. Schurz, Editor and Publisher • Story, Brooks & Finley, Inc., National Representative

Better Homes & Gardens
CHRISTMAS IDEAS for 1959
30 HOLIDAY FOODS
DECORATING KITS
ONLY 63 DAYS TILL CLOSING FOR THE 1960 CHRISTMAS IDEAS ANNUAL

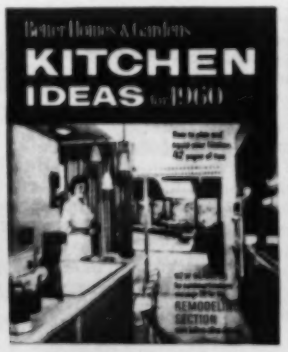
NEXT ISSUE CLOSES AUGUST 15
ON SALE OCTOBER 20
NEW RATE BASE
600,000
(up 50,000)

How to reach 600,000 families when they're full of the get-ready-for-Christmas Spirit...

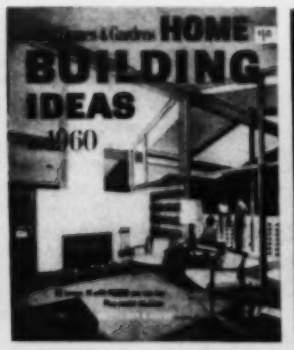
Christmas Ideas readers—600,000 of the nation's most spirited families—are the most eager and buy-minded holiday audience you can reach. Why? *Christmas Ideas* sparks them with page after page of *specific ideas*—new ways to decorate at home, club or church, new suggestions for Christmas gift lists, new holiday recipes to try. In this atmosphere of happy activity, readers and advertisers both benefit. Every idea-filled page helps create new sales—because the homemakers who read Better Homes & Gardens' specialized Idea Annuals can afford to buy and they're ready to spend.

5 MORE SPECIALIZED BH&G IDEA ANNUALS

Closes: July 15, 1960
On Sale: Sept. 20, 1960
New Rate Base: 475,000



Closes: Oct. 14 ,1960
On Sale: Dec. 20, 1960
Rate Base: 225,000



Closes: Nov. 15, 1960
On Sale: Jan. 20, 1961
New Rate Base: 185,000

Closes: Dec. 15, 1960
On Sale: Feb. 20, 1961
Rate Base: 135,000

Closes: June 15, 1961
On Sale: Aug. 22, 1961
Rate Base: 165,000

MEREDITH OF DES MOINES ... *America's biggest publisher of ideas for today's living and tomorrow's plans*

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Creative Man and Mr. Littell Lack Ear for Idiom: Wardrop

To the Editor: Far from being too critical (as charged by the engaging Robert Tatham Littell in his quaintly inflated, comically outraged, and hopelessly confused outburst in your issue of May 23), your Creative Man is not nearly critical enough [in his column in the May 9 issue]. For one thing, he could have punctured Robert Tatham Littell with a brief footnote—the text of which I shall presently supply. For another, he is extremely ill-advised to expose his total lack of an ear for idiom by passing without comment the headline, "How can we convince *you* to try a bottle of today's PM."

There is still such a thing as idiom, and there are still cultivated people who are sensitive to outrages upon it. It is greatly to Creative Man's discredit that he failed to catch and promptly blue-pencil the ignorant confusion of "persuade you *to*" with "convince you *of*" perpetrated in the headline by the copywriter of the PM ad, and thus silently countenanced yet one more contribution by the numberless illiterates in our profession to the totally unnecessary debasement of the language through gross and disgraceful misuse of words and phrases. So much for Creative Man.

Now for Mr. Robert Tatham Littell. Says he: "When you have a job of word-picture painting"—whatever that may be; he probably means "word-painting"—"to do and do it well" (note the careless omission of an essential comma after the first "do"), "a misplaced comma or a forgotten verb are" (he means "is") "obscured by the reader's enjoyment of *what's* being said" (he means "*what's being said*").

Clearly Robert Tatham Littell does not for an instant comprehend the meaning of the simple, three-syllable phrase "do it well"; sees nothing to blush for in recommending (in effect) that advertisers take the will for the deed from their copywriters; and has no scruples about advising his fellow copywriters to rely upon "the reader's enjoyment of what's being said" (no matter how sloppily, and hence how confusingly, and hence how *un*enjoyably) to "obscure" bad workmanship.

I commend to the ineffable Robert Tatham Littell the words of The Oracle in "Back to Methuselah," and pass on. To Creative Man (for whom there may still be hope) I suggest a diligent reading of the late H. W. Fowler's still valid observations on "Cast-iron Idiom" in "Modern English Usage."

John Wardrop,
Advertising Manager, Bureau of National Affairs, Washington.

• • •

Now, Read This . . .

To the Editor: What Nimitz (AA, May 16) really said was: "The *Bulkheads* of our liberty are lubbers who read and think"—and is it Chester *M.* or Chester *W.*?

Smith W. Moseley,
The Progressive Farmer, Birmingham.

It is indeed Chester W., and McCann-Erickson has corrected it.

• • •

Smit's Advertising Was Omitted from Foreign Agencies' Billings

To the Editor: We are referring to your issue of Feb. 29, in which you list a report on 1959 billings of 121 foreign agencies.

Although our agency was listed in your 1958 report, we were rather surprised to see that this year we are not mentioned. We would be grateful if you could check for us whether or not a questionnaire was mailed to us; in any case, it has not reached us.

As we are one of the largest (and we believe, of course, one of the most important) agencies in the Netherlands we don't like to be left out of your listing if we can avoid it, so please make certain that Smit's advertising receives your questionnaire for the next publication of foreign agencies' billings.

To keep your files up to date, and maybe you'll be kind enough to report us as yet, our agency billed in 1959 15,000,000 Dutch guilders—while our personnel grew to 110 people. In 1959 Smit's Advertising added among others the following accounts:

Eversharp Pen Co.
Heineken's Beer (International).
KLM Royal Dutch Airlines (Supervision of advertising in the Eastern Hemisphere).
Air Ceylon (International).
Ormos Shipping Co. (Greek Line).

Ernest Smit,
Smit's Advertising, Amsterdam, Holland.

By current rates, 15,000,000 Dutch guilders are equivalent to $3,750,000.

• • •

And, Also, There's the Fabled Elephants Graveyard

To the Editor: The heading on the enclosed caught my eye.

What appeared to be a subhead seemed odd: Where Peace and Dignity Shall Reign for Years.

Hastily seeking the sponsor of what looked like a political advertisement, imagine my surprise to see the sig: Mount Tamalpais Cemetery.

Then going to the body of the copy I realized that there were two ads in today's issue of *Independent-Journal*, San Rafael, Cal., separate but appearing as one.

Sid Sidley,
Sidley Associates, Kentfield, Cal.

• • •

Business Mailers Relieve Post Office of Much Work

To the Editor: You are to be congratulated for the dramatic and sensible editorial of May 23 ("More on Postal Service"). It underscores the basic philosophy of all of us in the business mail industry—producers and users.

While we are quite aware of the magnitude of U. S. postal operations, we know also that without the cooperation of the business mailers themselves in relieving the 42,000 post offices of much of the pre-mailing work, the Post Office's load might be greater, still.

I do not think enough people, both in and out of advertising, know just how much work *is* done by us in the business mail industry. For example, do they know that virtually all third and second class mail—including, I might add, Advertising Age—is fully processed before it leaves for the post office? That the producers of this mail attend to facing, sorting, cancelling by themselves? And that they further alleviate the post office's work by bundling this bulk mail and then directing it by region, state, county, city and zone—all before it gets to the post office? The help it provides the Post Office is acknowledged by the Post Office itself. According to the April 15, 1960, "Survey of Postal Rates" issued by Washington, presorting "results in a considerable saving in man-hours, and the expense is correspondingly lower." Because timing, in advertising as well as publishing, is the most important element, we can sympathize with your frustration in seeing your magazines arrive so late after so much has been done to expedite matters.

D. L. Harrington,
The Business Mail Foundation, Chicago.

• • •

'Ad Age's' French Expert Goofed on Ad Translation

To the Editor: When you want some good French-to-English translations—ask me! The Vauxhall Victor is not "mounted" in Bienne; it is, or should be, "assembled."

Redfern Hollins,
W. R. C. Smith Publications, Atlanta.

Mr. Hollins refers to a French ad and caption in the spread on European ad art in the May 30 issue. Mr. Hollins is correct in his translation and if we could, we would award him the legion d'honneur for his translating ability.

• • •

Now the Ad's Meaning Is Clear

To the Editor: Clyde Bedell scoffed at a Canadian ad which announced: "Formica is easier to handle and work" (AA, May 23). "Easier to work than what?" he complained—jumping to the conclusion that Formica was being compared with some unidentified rival product.

Mr. Bedell failed to interpret the copy correctly. As explained in an ad in our trade magazine, *Flooring*, new Formica is "easier to handle and work" than that product itself used to be. When you imply that something is "better than ever," you need no comparative object.

What your critic called "lazy advertising," then, was only his own lazy analyzing.

Allen Glasser,
Production Manager, *Flooring*, New York.

• • •

Subscription Form Letters Are O.K.—If They Apply

To the Editor: I would like to bring to the attention of the publishing industry a problem from the point of view of an outsider.

As a librarian, I have been responsible for handling subscriptions to many periodicals and it has been my experience that publishing companies in general are extremely careless in the handling of subscriptions, and make the most obnoxious use of form letters and postals!

In many instances, the form letter received is completely enigmatic and has no relevance to the actual situation. By the time we find out what the problem is, we have sometimes missed one or two issues of the periodical.

Some of the common problems are (1) incorrect or incomplete stencils are used, causing delay in receiving periodicals, and sometimes not receiving them at all; (2) form notices are sent out repeatedly advising that a subscription is expiring when in fact it does not expire for many months; (3) as mentioned above, form letters are sent out which are not applicable to a particular situation.

If the publishing industry is interested in good public relations, they would do well to put more efficient procedures for handling subscriptions in the hands of more competent people, and make their correspondence a little more personal. Form letters are fine—when they apply.

Georgia M. Nagle,
Document Room, Massachusetts Institute of Technology, Cambridge.

• • •

Wants to Reprint Editorial

To the Editor: We would like permission to reprint an editorial from the May 16 Advertising Age entitled "Higher Rates for Worsening Service" in our July issue of *Hounds & Hunting*.

Proper credit lines will be used if your permission is granted. . .

Sue E. Petterio,
Assistant Editor, *Hounds & Hunting*, Bradford, Pa.

'Drink Up!' Means Down

To the Editor: The Italian beer ad on Page 60 of your May 30 issue only proves again that all art directors should have a course in elementary physics. They still persist in trying to make beer run uphill.

R. E. Conyers,
President, Silk Screen Products Co., St. Louis.

(Political Advertisement)

SEND A DEMOCRAT
CHARLES M.
GELLER
TO THE SENATE

Where Peace and Dignity Shall Reign for Years

Here in this secluded setting, there is every assurance of undisturbed serenity and protected beauty for the years ahead.

A generous Endowment Care fund—over a quarter million dollars—assures that no family, no faith need worry over future maintenance. This fund is over twice the legal requirement and growing larger every year.

Today, many Marin families are making pre-need arrangements at Mount Tamalpais to spare others difficult decisions. You can give this thoughtfulness to your family with a visit to this restful site of pioneer Marin beauty.

Mount Tamalpais Cemetery

At the west end of Fifth Avenue, San Rafael . . . only a short drive from any part of Marin County. Telephone GLenwood 4-3166

(ADVERTISEMENT . . . . . of course.)

SAY, CAP, MORE MONEY WAS SPENT ON PAPER BOXES* DURING 1959 THAN ALL TYPES OF BOATS.

*BOX, CARTON AND CONTAINER SALES WERE $3 BILLION LAST YEAR

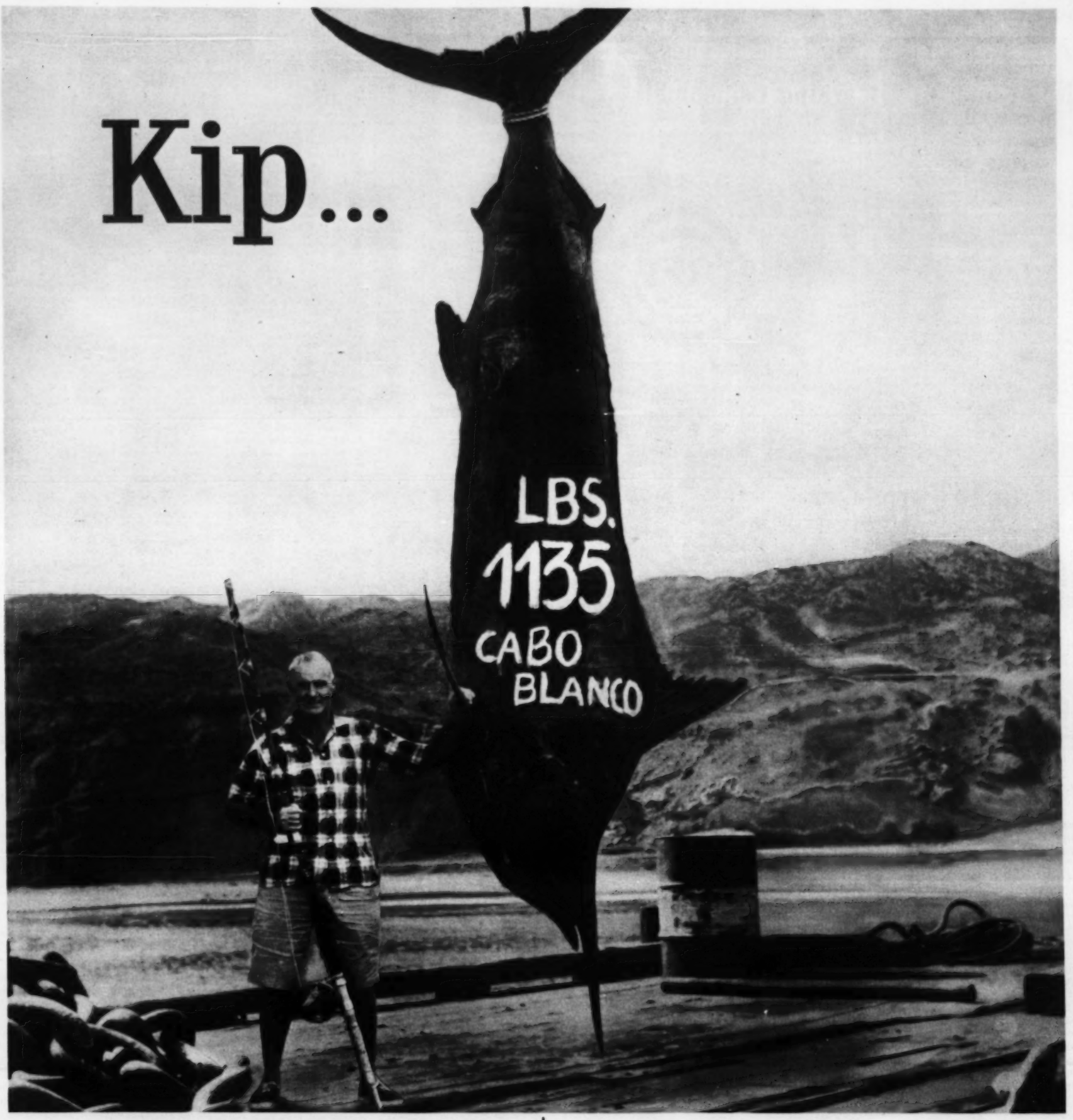
For Further Information on This Growing Market, Contact:

Boxboard CONTAINERS

6 NORTH MICHIGAN AVENUE
CHICAGO, ILLINOIS
CEntral 6-3690

369 LEXINGTON AVENUE
NEW YORK 17, NEW YORK
MUrray Hill 3-8432

Kip...



Kip Farrington stands at Cabo Blanco, Peru, with the former world record black marlin, caught September 28, 1952—the first 1100-pound billfish ever boated, and at the time the largest fish of any species besides shark ever caught on rod and reel.

He holds one world record and has held ten others. He was the first of only three men who have taken the broadbill swordfish in both the Atlantic and Pacific oceans, and was the first angler to get a broadbill swordfish and a marlin on the same day. He was the first man to catch a blue marlin off famous Cat Cay, Bimini, and following Ernest Hemingway, became the second angler to boat giant blue fin tuna there.

Kip captained the first U. S. Fishing Team in the International Tuna Match. This match, comparable to the Davis Cup Match in tennis, was conceived and brought into being by him. Kip is chairman of the executive committee for the match.

Such doings are typical of the Salt Water Editor of Field & Stream. And typical, too, of the leadership of all his editorial colleagues in their respective fields. It proves once again what smart advertisers have known for sixty-four years—that Field & Stream is their best contact with the *outside* world.

Field & Stream now guarantees 1,100,000 circulation, largest ever in the history of outdoor magazines.

Field & Stream

America's Number One Sportsmen's Magazine

Armstrong Cork Seeks Effectiveness, Not Fanfare, in Marking Centennial

Activities Planned for Employes, Neighbors, Business Associates

LANCASTER, PA., June 7—In 1860, Thomas Norton Armstrong invested his total savings of $300 in a partnership with John D. Glass to start a small cork-cutting company. Now, 100 years later, that $300 investment is generating annual sales almost 1,000,000 times that amount. The one-man shop has grown to an organization of 16,000 employes making and selling some 375 classifications of products.

The company is Armstrong Cork Co., now in the midst of its 100th anniversary celebration. However, in this companywide celebration, Armstrong emphasizes that it is "not looking back, but looking ahead"—an attitude that is exemplified by its centennial slogan, "Beginning our second century of progress."

IN THE 1880s—*Armstrong was running ads like this in 1881.*

The company also emphasizes that its centennial observance is being kept "in the family," with no intention of making it a "public extravaganza—no huge 100-candle birthday cakes, no tv spectaculars, no pageants, no beard-growing contests—none of the things frequently appropriate for other types of centennials."

■ Such a decision was no snap judgment. Armstrong began planning its centennial as early as 1954. At that time it began surveying 40 companies that had recently marked significant anniversaries. A study was also made of reports from advertising agencies and other published information.

The company, proud as it was of its centennial, decided that the general public would have "only passing interest in it." As its president, Clifford J. Backstrand, explained in a recent speech, "To some extent the length of time a firm has been operating helps create an image of reliability in the public mind, but this image is certainly of lesser importance than its appraisal of the value of goods and services offered."

Armstrong therefore decided its centennial should be governed by two simple objectives: (1) "To keep it in the family—among employes, stockholders, customers, suppliers and community neighbors—those who have the greatest direct interest and stake in the business"; and (2) "to do only those things which will make a constructive contribution to continued growth and development."

■ The centennial slogan, "1860-1960—Beginning our second century of progress," is being used as part of the company logo in ads, stationery and literature throughout the year. The floor division is promoting a new group of vinyl-asbestos tiles as its "centennial series"—but that's about the extent of the public observance.

Within the company, each plant and office is participating by setting up activities tailored to meet its individual needs.

Each Armstrong plant, for example, is developing its own program, aimed at such specific goals as further quality improvement, better service and cost reduction.

A new "suggestions for progress program" has been set up to provide greater incentive for employes to submit worthwhile ideas. Employe meetings are being held throughout the company to focus attention on the need for new ideas, new products and new processes to keep the company moving "aggressively forward." Armstrong personnel are also speaking at meetings of civic clubs, and other outside organizations to explain the "interdependence of industry and community."

■ A sound motion picture, "A Letter to Moscow," has been produced as a feature for such meetings. It shows how Armstrong "typifies the operating of the American competitive enterprise in measuring up to the Soviet challenge." In the first six weeks the film was available in Lancaster, it was shown to more than 1,000 members of 25 outside organizations, in addition to the 6,000 Armstrong employes in the area. Also, 225 prints of the film have been given to Association Films Inc., New York film distributor, for nationwide showings before organization and school audiences.

During its centennial year, the company is also playing host to several groups and organizations. This spring it held a chemistry symposium; later in the year its research and development center will hold an "open house" for community relations purposes, to attract technicians and to encourage young people to seek careers in science and engineering.

Two regional meetings of professional organizations—one a society of engineers, the other industrial engineers—will be held at the company. #

FIRST MAGAZINE AD—*This ad in the Oct. 13, 1917 issue of The Saturday Evening Post was Armstrong's first magazine ad. Illustrating linoleum in the living room, it was the beginning of the then-revolutionary campaign to take linoleum out of the kitchen and promote it for "every room in the house."*

43 YEARS LATER—*Since that first ad, Armstrong has consistently featured specially designed room interiors in its advertising.*

Nielsen Network TV

Two Weeks Ending May 8, 1960

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	19,255
2	Phil Silvers Special (Carling Brewing Co., CBS)	17,673
3	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	17,402
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	14,600
5	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	14,600
6	Danny Thomas Show (General Foods, CBS)	14,419
7	77 Sunset Strip (Several sponsors, ABC)	13,876
8	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	13,379
9	Perry Mason Show (Several sponsors, CBS)	12,701
10	Father Knows Best (Lever Bros., Scott Paper, CBS)	12,430

PER CENT OF TV HOMES REACHED†

Rank	Program	(%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	43.1
2	Phil Silvers Special (Carling Brewing Co., CBS)	40.4
3	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	40.1
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	32.8
5	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	32.8
6	Danny Thomas Show (General Foods, CBS)	32.2
7	77 Sunset Strip (Several sponsors, ABC)	31.7
8	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	30.0
9	Perry Mason Show (Several sponsors, CBS)	28.6
10	The Untouchables (Several sponsors, ABC)	27.9

Nielsen Average Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	18,080
2	Wagon Train (Ford, National Biscuit Co., CBS)	13,967
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	13,831
4	Phil Silvers Special (Carling Brewing Co., CBS)	13,741
5	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	13,424
6	Danny Thomas Show (General Foods, CBS)	13,379
7	Father Knows Best (Lever Bros., Scott Paper, CBS)	11,571
8	77 Sunset Strip (Several sponsors, ABC)	11,390
9	The Rifleman (Several sponsors, ABC)	11,074
10	Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC)	10,984

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	40.4
2	Wagon Train (Ford, National Biscuit Co., CBS)	32.2
3	Phil Silvers Special (Carling Brewing Co., CBS)	31.4
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	31.1
5	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	30.2
6	Danny Thomas Show (General Foods, CBS)	29.9
7	77 Sunset Strip (Several sponsors, ABC)	26.0
8	Father Knows Best (Lever Bros., Scott Paper, CBS)	25.9
9	Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC)	25.5
10	The Rifleman (Several sponsors, ABC)	25.3

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

** Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

Senate Unit Okays Suspending 'Equal Time' Rule for '60

WASHINGTON, June 7—The Senate committee on interstate and foreign commerce has approved a resolution suspending the "equal time" obligation of broadcasters for the 1960 Presidential and Vice-Presidential elections.

The resolution, proposed by network officials, was substituted for a controversial proposal which would have required networks to give a fixed amount of time to Presidential candidates of the two leading parties.

Broadcasters contended they are willing to give time but that they cannot give time to major parties without, under the "equal time" rule, providing equal facilities for candidates of splinter parties. The resolution approved by the committee today was suggested by CBS' president, Frank Stanton, who urged the committee to suspend the "equal time" rule for the Presidential race this year "and give us a chance to show what we can do."

■ While the resolution relieves broadcasters of a specific obligation to treat all candidates alike, it includes a provision emphasizing that nothing in the resolution relieves them of their obligation to operate in the public interest. #

'Atlas' to Bow Jan. 1

Worley Publishing Co., 130 E. 74th St., New York, plans to publish a monthly magazine, Atlas, containing reprints and translations of articles appearing in foreign magazines and newspapers. The magazine will also carry articles of opinion relating to foreign subjects. Publication is expected to start by Jan. 1, 1961. Circulation and rates will be announced later.

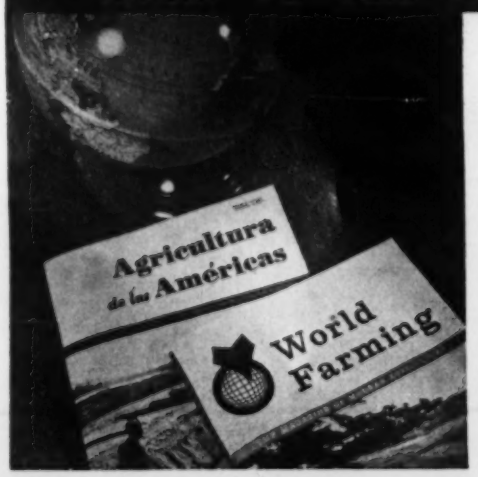
Education Funds Names NL&B

Education Funds Inc., Providence, a new subsidiary of Household Finance Corp., has named Needham, Louis & Brorby, Chicago, as its agency. The organization is designed to help parents finance education costs. NL&B is also the agency for HFC.

Bloch Inc. Adds Two Accounts

H. George Bloch Inc., St. Louis, has been named to handle advertising for Champ-Items Inc., St. Louis, manufacturer of automotive replacement parts, and Barry-Wehmiller Machinery Co., St. Louis, maker of bottle cleaners and pasteurizers.

WANT TO SELL FARMERS OVERSEAS?

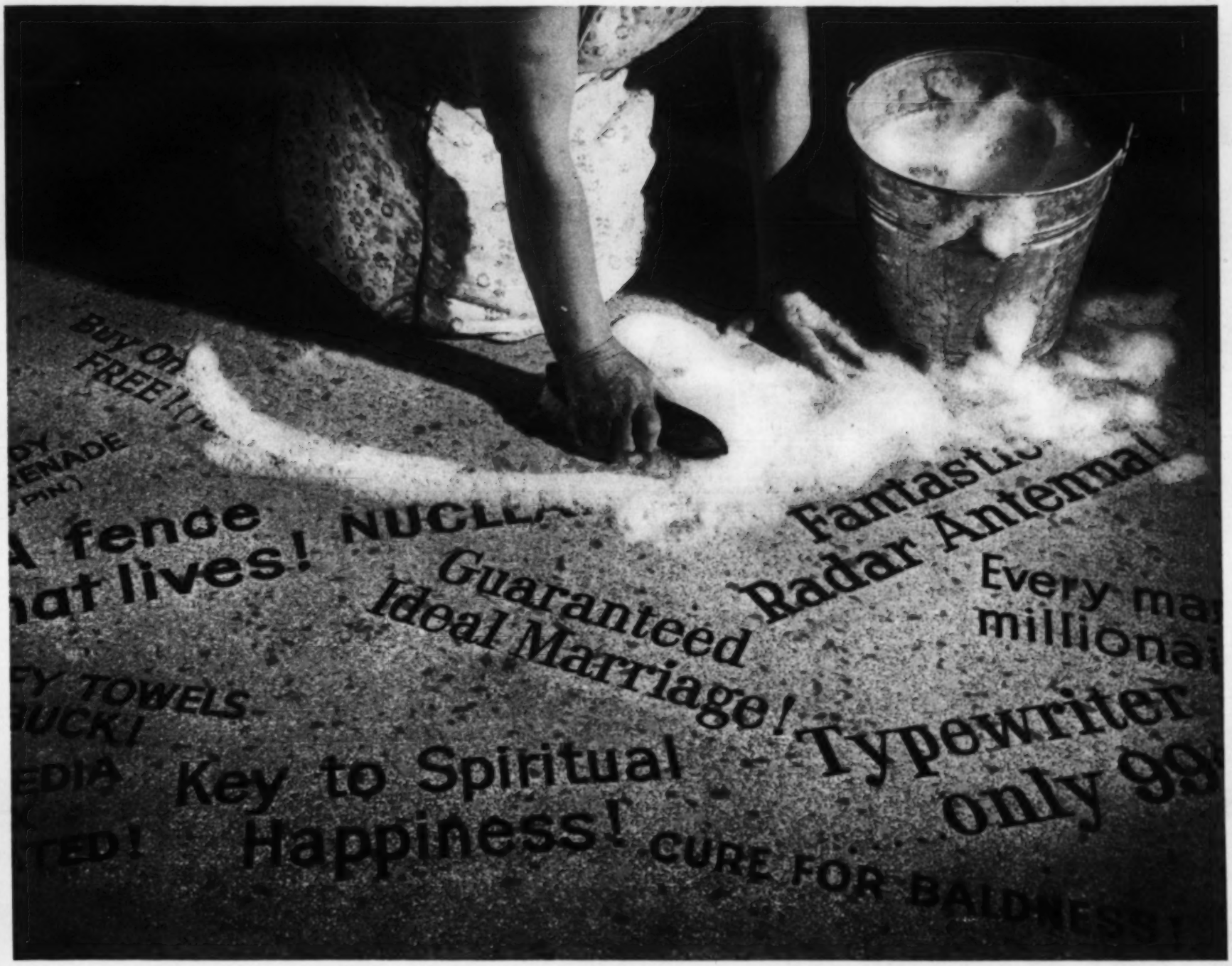


Your farm market can be as wide and prosperous as the world! Now, many manufacturers of farm-use products enjoy a brisk export business. They depend upon two unique international magazines to reach leading ranchers, planters and commercial farmers. They use Agricultura de las Américas for its leading audited farm market coverage of Mexico, Central and South America.

To generate sales in Africa, Asia, the Middle East and Oceania, the media choice is World Farming, also the leader in its field. Write today for informative Market and Media Folder.

AGRICULTURA de las AMERICAS | WORLD FARMING

1014 WYANDOTTE ST., KANSAS CITY 5, MO.



What makes a newspaper great?

Want to buy a 99¢ typewriter that won't write? Or make huge profits growing mushrooms in your cellar?

Looking for a *sure* cure for baldness, a lifetime companion, a publisher for your new novel, or a homesite only three feet under water?

Every day, a new assortment of unique opportunities like these crawls out from under the mail in the Minneapolis Star and Tribune advertising department. Some are merely hilarious, some are in bad taste, some naive and others frankly vicious. Some are marvels of ingenious word-carpentry that must be studied with a cynic's eye before their misleading intentions stand revealed. Tossing out such stuff is an important part of running the advertising side of a good family newspaper.

Keeping unethical and questionable advertising from seeing the light of print is no sometime crusade for newspapermen. Both display and classified ad columns must be policed with persistence and organization. For example, a 35-page guide book is needed to contain the advertising acceptability standards of the Minneapolis Star and Tribune. And each year these newspapers turn down more than three-quarters of a million dollars' worth of advertising that fails to meet standards of truthfulness and good taste.

The hot white light of indignation now aimed at misleading advertising nationwide is giving the whole advertising industry a chance for a closer look at ethics and ideals. Rather than remain content to bask in the glow of rectitude, good newspapers work hand in hand with advertisers, agencies, and authorities to increase their vigilance and improve their methods of safeguarding the public (and thus their own) interest.

In the Upper Midwest, the "Big Clean-Up" is no new idea. Forty-six years ago, America's first organized attack on false and questionable advertising began here as the Minneapolis Advertising Forum's "Vigilance Bureau," which grew into the nation's first Better Business Bureau. Today a Minneapolitan, James S. Fish of General Mills, chairman of the board of the Advertising Federation of America and 1959-60 president of the present Minneapolis Advertising Club, is spearheading a national, all-out campaign for good taste and honesty in advertising.

Through continuing efforts to upgrade newspaper standards, both advertising and editorial, the Minneapolis Star and Tribune strive, day after day, to maintain the respect of their readers, earned over the years as thoughtful and reliable spokesmen for the 3½ state Upper Midwest.

Minneapolis Star EVENING *and* **Tribune** MORNING & SUNDAY

660,000 SUNDAY · 525,000 DAILY

JOHN COWLES, *President*

Copyright 1960, Minneapolis Star and Tribune Co.

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

During a stage show recently, a rock 'n roll singer plugged in his guitar, struck a chord and immediately began a brief but frenzied jig (complete with moans and groans) that ended in his complete collapse. As the audience cheered, stage-hands rushed to the singer's aid and quickly discovered the reason for his show-stopping performance—a short-circuit in the guitar.

A short-circuit in product sales testing has led to the collapse of many a promising grocery or drug product, too. As you will readily agree, it's hardly fair to yourself or your product to accept sales facts that are 100% valid . . . only 50% of the time. Sure-fire product sales testing demands the delivery of sales information that is 100% thorough, accurate, and reliable — the kind of information *always* delivered in a BURGOYNE Retail Sales Study. Here's what we mean:

BURGOYNE RETAIL SALES STUDIES ARE THOROUGH

Each study records total retail movement of the product being audited, as well as competitive brands. Information is obtained by carefully-trained field personnel from store panels composed of major retail outlets in the market or markets selected.

BURGOYNE RETAIL SALES STUDIES ARE ACCURATE

BURGOYNE field personnel do not guess or estimate—they count, and their work is painstakingly precise. Field reports are assembled at our home office, rechecked and tabulated on our IBM equipment. The complete Study is then prepared to bring the required information into clear perspective for the client.

BURGOYNE RETAIL SALES STUDIES ARE RELIABLE

Store panels in every BURGOYNE Test City are carefully selected. They must be representative of the market and must agree to continuing product audits at regular intervals.

• • •

Get all the facts on BURGOYNE Retail Sales Studies, and the more than 50 top test markets in which we are permanently established. Write or phone.

Burgoyne
GROCERY & DRUG INDEX, INC.
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

62% of Households Get Home-Delivered Newspaper: Census

WASHINGTON, June 7—The Bureau of the Census has estimated that two out of every three households have daily or Sunday newspapers delivered to them.

The estimate was based on a special question survey which was included in the bureau's regular monthly sample survey of the labor force. Similar questions have been used in the past to provide information on subjects such as tv set ownership, cigaret smoking habits and the number of persons who have obtained protection against polio.

Of the nation's 51,500,000 households in May, 1959, about 23,500,000 received both daily and Sunday newspapers by home delivery, the bureau said. Another 8,333,000 received daily papers only, and 1,500,000 subscribed only to Sunday newspapers.

The bureau did not attempt to learn how many of the remaining 17,500,000 households purchased newspapers outside the home.

• Dailies were delivered to 32,000,000 households, or 62% of all. For four major regions covered in the survey, the rate of home delivery was 71% in the north central states, 67% in the West, 59% in the South and 54% in the Northeast.

"The relatively low rate in the Northeast results from the greater importance of newsstand sales of daily papers in the northeastern urban areas as compared with other parts of the country," the bureau said.

Almost two-thirds of urban and rural non-farm homes had daily newspapers delivered, but only about half of farm homes received a daily.

• Further details will be available in a report which will be released shortly. Designated as "Household Delivery of Daily and Sunday Newspapers: 1959," Series P-20, No. 102, in the current population report series, it will be available from Census Bureau Office of Information, Washington 25, D. C.

Among the information that will be included in the detailed report will be national figures showing breakdowns of newspaper delivery homes according to such factors as income, labor force status, age and sex. There also will be additional regional information for both daily and Sunday newspapers. #

'Tone' Bows as Negro Newspaper Supplement

Tone Publications, 6301 S. Rhodes, Chicago, has begun publication of *Tone*, a monthly supplement for weekly Negro newspapers. It is currently being distributed to 28 newspapers throughout the U.S. and has a circulation of 250,000.

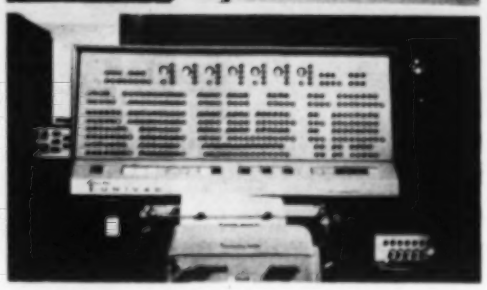
Edgar M. Harris, advertising manager, said rates are based on a one-time b&w page rate of $425.

Cre-Ad Mail Formed

Art Mimeo & Letter Service, Chicago, has expanded and changed its name to Cre-Ad Mail Inc., 187 N. La Salle St. The company now provides complete direct mailing services from creation to production. President is Charles D. Vecchi.

Kool Vent Names Barlit

Barlit Productions, Chicago, has been named to handle the advertising for Chicago Kool Vent Corp. An intensive newspaper campaign in the Chicago area, consisting of page ads in the *Chicago Tribune*, *Sun-Times*, *Daily News* and *American* is planned.



Y&R'S NEW BRAIN—*The clutter of tabulating machines (top) at Young & Rubicam, New York, has given way to a Remington Rand Univac electronic "brain" (bottom), costing nearly $1,000,000. Y&R believes it is the first agency to have its own advanced electronic computer system. The Univac will handle 32 accounting operations, relieve the media department of estimating media schedules and preparing insertion orders; process research data, etc.*

Information for Advertisers

Benson & Benson, market research specialist, has completed a study of the readership of newspapers and the shopping habits of consumers in the Albany, N. Y. metropolitan area. The study, conducted for the **Albany Knickerbocker News**, is available from Gannett Advertising Sales, 30 Rockefeller Plaza, New York 20.

• Descriptions of some of the uses of tin in U. S. industry, including tinplate, solder, bronze, babbitt, white metals, tinning, tubes, chemicals and miscellaneous alloys are contained in a 20-page booklet, "Straits Tin from Malaya—Universal Metal for U. S. Industry." The booklet may be obtained from the **Malayan Tin Bureau**, Dept. P., 2000 K St., N.W., Washington 6.

• "Craftsmanship in Gravure & Letterpress," which tells some of the advantages of gravure and letterpress, especially as used in the packaging field and in the printing of booklets and annual reports, is available from **Strawberry Hill Press**, 23-02 49th Ave., Long Island City, N. Y.

• Successful use of direct mail advertising to stress a one-stop source for all ink and graphic art needs by a Cleveland printing supply house is outlined in a booklet, "Modern Direct Mail," being offered by **DMCP Associates**, 1814 Jefferson Ave., Toledo.

• On the spot reports of the agricultural outlook for 1960 appear in "What's Ahead in Farming," published by the **Farm Journal**. The reports are available from the Editorial Relations Dept., *Farm Journal*, Washington Sq., Philadelphia 5.

• The 1960 edition of "Greater Milwaukee Shopping Habits," a 38-page booklet showing four-year trends in family shopping related to home location has been published by the **Milwaukee Journal**. Copies of the booklet may be obtained from C. R. Conlee, promotion manager, *Milwaukee Journal*, Journal Sq., Milwaukee 1.

• "Use of Agricultural Chemicals on Upper Midwest Farms," a survey showing to what extent agricultural chemicals are being used by farmers in Minnesota, North and South Dakota, has been published by **The Farmer**, 10th and Cedar Sts., St. Paul 2. #

Fischer, Porter Names Ross

S. David Ross has been named advertising manager of Fischer & Porter Co., Warminster, Pa., maker of process instrumentation and other products. Mr. Ross, formerly an account executive at Harris D. McKinney Inc., Philadelphia, succeeds R. V. Lints, who has joined Technology Associates, New York.

Lock Joins 'School Management'

Donald T. Lock, formerly with Meredith Publishing Co., has joined the New York sales office of *School Management*, Greenwich, Conn.

Becker AM/FM Auto Radio Promoted by L. A. FM Stations

LOS ANGELES, June 7—Starting June 1, 14 Los Angeles area fm stations will carry an average of six spots a day for the next year to promote Becker am/fm auto radio. The schedule calls for approximately 2,500 spots a month, and a total of 30,000 for the year.

Any listener writing or telephoning one of the stations will receive a certificate entitling him to an "fm listener bonus" of $50 off the regular Becker list price of $179.95. Small weekly ads will run in the radio-tv section of the Sunday *Times*. These will establish the $179.95 price with each ad carrying one or more listing of top dealers.

• In reviewing the schedule, Lou Bon Witt, distributor of the German-made radio, said it is felt the best prospect for an am/fm auto radio is the person who already has an fm in his home.

The campaign is being coordinated through the FM Broadcasters of Southern California. An exact count of the radios installed by the 34 Becker dealers in the area will be supplied to the group each week so statistics may be compiled on the amount of fm auto listening. Current estimate of fm radios in autos in Southern California is about 10,000, with most being in Mercedes-Benz, in which the Becker radio is standard equipment. #

Adams Joins J. O. Young

Stanley B. Adams, formerly with Ruthrauff & Ryan, Chicago, and Ray-O-Vac Co., Madison, Wis., has joined the executive selection division of John Orr Young & Associates, New York, as a vp. Mr. Adams was director of the consumers durable goods division of the War Production Board during World War II.

Photo-Animation to Groody

Photo-Animation Inc., Mt. Vernon, N.Y., manufacturer of tv equipment, has appointed Groody Advertising Co. to handle its advertising. The company, formerly known as Warren Portmann Co., had no previous agency.

Nahser Inc. Names Franc

Spencer W. Franc, formerly executive art director and vp of Klau-Van Pietersom-Dunlap, Milwaukee, has joined Frank C. Nahser Inc., Chicago, as executive art director.

Weisenbach to Akron Agency

Akron Advertising Associates has appointed George Weisenbach a vp. Mr. Weisenbach formerly was with Deepfreeze Corp. and Buchen Co., Chicago.

IN MONTREAL . . .

The Star takes your advertising home to English Montreal for greater sales impact and unparalleled coverage of this important market.

The Star also provides useful marketing and merchandising services —the best of their kind. Ask our representatives for the facts.

The Montreal Star

Represented nationally by
O'Mara and Ormsbee Inc.

Bipartisan Bill May Settle Tax, Co-Op Ad Dispute

(Continued from Page 1)

involves large sums of money, particularly for appliance manufacturers who contend that they should not pay an excise tax on that portion of their selling price which is ultimately used to underwrite extensive local advertising by retail outlets.

During more than 20 years of litigation, the Treasury has insisted that excise taxes must be based on the entire price which retailers pay for the product, without regard for any refund that may be arranged for cooperative advertising.

■ But last month, the court of claims here administered a sharp rebuff to the Treasury in a decision which held that payments under a co-op plan operated by the Frigidaire division of General Motors, amounting to more than $4,000,000 annually, ought to be credited in determining GM's manufacturer's excise tax liabilities.

Identical bills which were introduced this week (H.R. 12,536 and H.R. 12,537) have the sponsorship of Rep. Wilbur Mills (D., Tenn.), chairman of the tax-writing ways and means committee, and Rep. Noah Mason (R., Ill.), a senior Republican on the committee. Reportedly, the bills represent a meeting of minds between influential congressional leaders and the current chiefs of the Treasury Department.

The bills limit the co-op allowances to situations where:

1. Payments to the retailer for advertising do not exceed 5% of the price for which the article was sold.

2. The advertising is charged to the retailer separately at the time the article is sold to him.

3. There is intent to make the refund to the retailer or any subsequent vendee in reimbursement of costs incurred for local advertising.

■ While the Treasury has occassionally recognized that a compromise on the treatment of co-op advertising arrangements was warranted, it has contended that there is too much of a policing problem when retailers are free to claim refunds for advertising where costs can't be measured.

The Mills and Mason bills seek to meet this objection by confining the allowable co-op to radio-tv and newspapers, where the policing is relatively simple. The bills also provide that co-op payments will not provide a basis for tax adjustment unless they are completed within four months after the end of the calendar year.

Last month's court of claims decision culminated a long history of litigation and administration backing and filling. In 1939, the Treasury viewpoint got court backing in a decision which held the co-op advertising payments by F. W. Fitch Co. could not be deducted from the price base in computing excise taxes.

In the past five years, manufacturers have been before Congress repeatedly in an effort to overthrow the Fitch case philosophy. In 1956, the Treasury notified Congress that it was considering regulations which would have established ground rules to exclude some cooperative advertising from the tax base in excise tax situations. But two years later, the Treasury changed its mind, and refused to consider any rebates for co-op.

■ In the Frigidaire case, the court of appeals allowed rebates for co-op which are considerably broader than the plans which are authorized under the Mills and Mason bills. In addition to newspapers and radio-tv, Frigidaire dealers were permitted to collect money for such items as movie trailers, telephone directories, display materials, exhibits and shows, car cards, tabloids, advertising novelties, circulars, direct mail and signs.

In a three-two decision, the court's majority stressed that the plan applied to all products of GM's Frigidaire division, including the items subject to excise tax, and that the payments were made under an advance understanding, and under standards set by Frigidaire.

"The plan does not obligate a dealer to do any advertising, nor, if he does advertise, to comply with the standards set by the plan," the court noted. "If he does not advertise, or if his advertisements do not comply with the standards, he does not get any payment from the plaintiff."

■ Frigidaire's plan paid half the cost of dealer advertising, up to 1¼% of its "suggested cash installed price" for an item.

During the period tested in the case—1948-1950—co-op reached about $4,375,000 a year, with slightly over half going to newspapers, and much of the remainder to radio. About 5% went to movie trailers and telephone directories.

Judge Samuel Whitaker, who dissented, argued that co-op should not be regarded as an exclusion from price because "the retailer paid the purchase price not for the refrigerator alone, but for one that has already been advertised nationally, and which the advertiser agreed to assist in advertising locally.

■ "What he paid for was the refrigerator itself and the manufacturer's assistance in letting people know he had it in stock," the judge said.

"A refrigerator unadvertised locally is worth something to the dealer, but advertised locally it was worth considerably more. This added value, gained through local advertising, paid for in part by the manufacturer, was what the dealer purchased. The advertising of the article was an integral part of what the dealer bought, quite as much as the frame, the doors, and the freezing unit. The advertising gave the item the element of desirability, just as did the paint and chrome on it." #

Babbitt to Distribute Household Oakite; Account to Geyer

Oakite Products Inc. has completed a marketing agreement with B. T. Babbitt Inc., New York, effective July 1, and the advertising for household Oakite will switch from Richard K. Manoff Inc. to the Babbitt agency, Geyer, Morey, Madden & Ballard, on that date. The account is estimated to bill slightly under $200,000. Babbitt assumes full responsibility for the sale, distribution and advertising of household Oakite, the company's sole consumer product, while Oakite continues its distribution in the industrial field. The small staff formerly handling consumer distribution has either been absorbed elsewhere in Oakite, or have found positions with other companies. Oakite was first marketed in 1909.

Thomasville Chair to Selinger

Thomasville Chair Co. and its upholstery division, Finch Furniture Co., Thomasville, N.C., have appointed Gerald F. Selinger Co., Bala-Cynwyd, Pa., to handle promotion and publicity for its new La Galerie line of living room, dining room and bedroom furniture.

Last Minute News Flashes

Hicks & Greist, O'Brien Join in New England

NEW YORK, June 10—Hicks & Greist has formed a partnership with Robert F. O'Brien & Co., Boston, to form a new agency in that city called Hicks, Greist & O'Brien. Mr. O'Brien will serve as president of the combined operation, which is intended to provide service and contact in New England for Hicks & Greist accounts, and give O'Brien clients the services of a larger agency. O'Brien accounts include Scuffy shoe polish, Teddie peanut butter and Andy Boy broccoli and spinach.

Field Buys Portion of NBC Politics TV Package

CHICAGO, June 10—National Broadcasting Co., with three of its six sponsors for the 1960 political campaigns lined up and another under option, has sold a one-twelfth sponsorship to Field Enterprises, Chicago, which will utilize its $300,000 expenditure to promote its "World Book" in all markets except Chicago. In that market the encyclopedia will get one-third of the commercial time, the remainder going to the *Chicago Sun-Times* and *Chicago Daily News*, also Field properties.

Grover to Join Campbell-Mithun; Other Late News

• **Mel Grover,** who resigned as senior vp of Wilson, Haight, Welch & Grover, Hartford, in January (AA, Jan. 18), will join Campbell-Mithun, Minneapolis, as a vp about July 1. His duties, not yet fully defined, will include both client work and agency administration.

• **International Advertising Assn.'s** board yesterday (June 9) adopted reworded version of the controversial resolution presented at the IAA congress condemning the Cuban government for "the suppression of independent and free newspapers, television and radio stations" (AA, June 6). The board also confirmed election of new officers: Elmo Wilson, Elmo Wilson & Associates, president (*see story on Page 77*); C. V. Pickering, Union Carbide, 1st vp; Hal Weinholtz, MacManus, John & Adams, secretary, and Earl Braisted, Joshua Powers Inc., treasurer.

• **Programatic Broadcasting Service,** New York, a division of Muzak Corp., which provides radio stations with pre-taped music programming interspersed with commercials and local announcements, has appointed Geyer, Morey, Madden & Ballard to handle its advertising. The year-old company will spend about $200,000 annually, with the major emphasis on business magazines and direct mail.

• **Irving Shelton** has resigned as ad and marketing manager of the drug division of International Latex Co. to join Weiss & Geller, New York, as marketing director. He succeeds Robert P. Breckenridge, who has resigned. International Latex said it has not yet replaced Mr. Shelton.

• **Admiral Corp.,** Chicago, will use newspapers in 82 major markets, plus magazines, to promote its 19" and 23" tv receivers next fall. Twelve large-space newspaper ads are scheduled in the markets. B&w pages will run weekly in *Life, Look* and *The Saturday Evening Post* from Sept. 15 to Dec. 6. Admiral's stereo phonograph and radio lines will also get print backing. Henri, Hurst & McDonald, Chicago, is the agency.

• **General Mills,** Minneapolis, will evaluate results of test marketing now under way in six cities before deciding whether to go national with Gravy Magic, its new product designed to prevent lumps when used in place of flour in gravies. A grocery products division spokesman said the cities are Syracuse, Providence, Columbus, O., Des Moines, Wichita and Denver. Dancer-Fitzgerald-Sample, New York, is the agency. Advertising includes newspapers, local radio and television, point of sale materials and sample packets, but the program is varied in each test market.

• **Katz Agency,** New York, national advertising representative, has asked the radio stations it represents to make a more clear definition of who qualifies for what rate if they have two rates. The Katz action followed an N. W. Ayer & Son warning that something must be done about the local-national broadcast rate confusion. Katz suggested that the retail rate be confined to advertisers who are retailers and who devote at least 50% of their copy to their places of business, with product and service advertising taking the general (or national) rate. From stations which can't go single rate, Katz asked (1) a list, by product classifications, of what gets which rate, and (2) if any product or service qualifies for other than the national rate, a copy of the rate card to be used for such products and services by Katz in its selling.

• **National Broadcasting Co.** and four affiliates—KOA-TV, Denver; WRGB, Schenectady; KSD-TV, St. Louis, and WAVE-TV, Louisville—have asked the appeals court in Washington to block a Federal Communications Commission order divorcing networks from spot sales for independently owned affiliates. Under the FCC order stations must find new representatives by Dec. 31, 1961 (AA, Oct. 12, '59). CBS has acquiesced, and CBS affiliates now represented by CBS Spot Sales are shopping for new reps.

• **Norman, Craig & Kummel** has promoted five executives. Eugenie C. Stamler, who has been director of print media for the past four years, has been given the title of vp. George R. Coleman and Henry Halpern have been promoted to assistant vps. Mr. Coleman, with the agency for 17 years and most recently an assistant media director, will now have the title of assistant vp and manager of media services. Mr. Halpern, who joined the agency last year, will continue as research director. In the media division, Sheldon Boden has been promoted to chief time buyer. Also promoted at the agency was Catherine D'Alessio, from a fashion coordinator to assistant vp and head fashion director.

• **Samuel R. Boggs II** has been appointed manager of public relations and advertising of the Insurance Co. of North America Companies, Philadelphia, top post in these departments. He succeeds Frank G. Harrington Jr., who was recently elected secretary-marketing. Mr. Boggs joined the company's public relations department in 1955.

• **General Foods,** Battle Creek, Mich. (Young & Rubicam), is test marketing a new dry dog food, Gaines Burgers, in Denver and Cleveland. The company has been using spot tv and Sunday supplements in those cities since May 1.

• **Schick Inc. (UK) Ltd.** has been formed to market Schick products in the United Kingdom and Lambe & Robinson-Benton & Bowles has been named advertising agency in the UK. Benton & Bowles is the Schick agency in the U. S.

House Unit Okays Bill Outlawing Plugs, Payola

WASHINGTON, June 10—The House committee on interstate and foreign commerce today approved legislation which spells out new ground rules and tough penalties for radio-tv plugs and payola.

Under the bill, admen and others who provide "consideration" in exchange for favors from employes of the broadcast industry would be exposed to $10,000 fines and one-year prison terms. On the other hand, the proposed legislation restores freedom for manufacturers to provide props for tv programs without obligating the station to make an affirmative disclosure on the air.

The plug and payola proposals seek to overcome problems which have been exposed by the committee on legislative oversight during hearings on rigged quiz shows and disc jockey payola. At the same time, it modifies a stringent regulation issued by the Federal Communications Commission earlier this year requiring stations to identify sources of all free programming material and props.

■ To root out concealed plugs and payola, the bill adds a "disclosure provision" to the Communications Act, requiring that anyone connected with the production of a program disclose any payment of consideration which is made in order to get production exposure or mention.

In practice, this would require independent producers of programs to notify advertising agencies or others who purchase the materials. In turn, the agency, or the purchaser of the program would be obligated to notify the network or station which carries the program. Failure to disclose, at any point, involves the threat of fine or imprisonment.

The committee's approach to disclosure announcements for props and program material was worked out after broadcasters lodged a storm of protest against FCC rules issued last March which required specific mention whenever a record or prop is obtained free.

As included in the committee bill, it relieves broadcasters of the obligation to make a disclosure unless the prop was furnished with the understanding that there will be an identification or mention "beyond an identification which is reasonably related to the use of such service or property in the broadcast."

■ In addition to anti-plug and payola regulations, the committee's bill provides penalties against anyone who rigs a quiz show, gives FCC power to suspend or fine stations for violating commission rules, puts restrictions on "payoffs" involving rivals for radio-tv facilities and requires a local notice when an application is filed for a radio-tv frequency.

Since the committee's proposals were added to an important procedural bill already passed by the Senate (S. 1898), it will not necessarily be considered by the Senate committee on interstate and foreign commerce.

The new approach to "plugs," a modification of Section 317 of the Communications Act, is almost identical with the proposal which was offered to the committee earlier this year by CBS. Under the plan, manufacturers could provide props and producers could use them without disclosure if there are no closeups of brand names, or any unusual "plug" for the product. #

Ritchie Asks FTC Consent Settlement in AD-X2 Complaint

OAKLAND, June 10—Jess M Ritchie, president of Pioneers Inc., manufacturer of the controversial battery additive AD-X2, this week submitted to the Federal Trade Commission an offer to discontinue using two claims in AD-X2 advertising in an effort to negotiate a consent settlement of FTC's complaint against AD-X2 ad claims.

In an eight-page statement, in which he strongly defended the claims as legitimate, Mr. Ritchie agreed to quit using the following statements: "Battery AD-X2 proved before the Federal Trade Commission" and "Only AD-X2 is government tested and proved."

In his statement, Mr. Ritchie said, in part: "In our display advertising, respondents (Pioneers Inc.) recommend that Battery AD-X2 be used by farmers, industry, military, etc. We propose to remove the word 'military' lest the Federal Trade Commission interpret this to mean that the U. S. military is the only 'military,' and since we recommend it to the military, this might be construed as government approval of Battery AD-X2 by the Federal Trade Commission."

■ The offer to negotiate a stipulated settlement is part of the latest chapter in Mr. Ritchie's battles with various government agencies, which have been going on over the past 12 years. Two years ago, he sued the government for $2,369,064 for damages allegedly caused by government charges that AD-X2 was not effective (AA, Oct. 6, '58).

Sell Public Both Product, Company, Shelly Advises

NEW YORK, June 10—The importance of institutional advertising will be stressed Sunday night by Warner S. Shelly, president, N. W. Ayer & Son, on "Open End" (WNTA-TV).

Mr. Shelly was asked by *McCall's* to comment on the subject of advertising during its portion of the program.

"Very often, advertising is thought of simply as a means of selling a product," his prepared statement reads. "A soap, a breakfast food, an extension for your telephone, an automobile—any one of literally hundreds of other products or services. But some of the great companies in these fields have recognized the fact that there is more to lasting business success than just selling something at a price."

Public preference, the Ayer head points out, is a fragile thing which can be taken away as well as given. Only when both the product and the company are sold is there double protection for today's business.

■ "So there is a growing need for telling the public about the company behind the product," Mr. Shelly says. "There is particular need for advertising to tell people more about the widespread value of an adequate profit and how it works in the public's behalf."

Only a company that is in good shape financially can supply the jobs and the wages and the prosperity that enable people to buy the products they see advertised, he adds.

"Nowadays, as I have said, some of the largest companies recognize the need for keeping the public informed about their affairs and there is an increasing amount of advertising along those lines," he states. "I think it is a healthy sign and I would like to see more of it in the future." #

Newhouse Buys 15% Interest in 'Denver Post'

DENVER, June 10—Samuel I. Newhouse, New York, head of a nationwide publishing empire, has purchased 15% interest in the *Denver Post* for a price reportedly in excess of $3,000,000.

It was understood that Mr. Newhouse would seek further stock in the *Post* when it becomes available. The 15% interest was purchased from Mrs. May Bonfils Stanton, daughter of one of the newspaper's early editors.

Mr. Newhouse controls 14 daily newspapers, has financial interest in seven radio and tv stations and controls Conde Nast Publications. Conde Nast last fall bought out Street & Smith Publications, giving it seven publications in the women's magazine field (AA, Aug. 31, '59).

The *Post*, published by Palmer Hoyt, has a daily circulation of about 256,000, and about 337,000 on Sunday. #

McCann Loses Half of Lehn & Fink in Rate Cutting Hassle

(Continued from Page 1)

what strained since the client hired a radio consultant, Steve Pliss, and sent him out on the road to line up a spot radio schedule, at bargain prices where possible, for Stri-Dex.

Last week McCann started notifying the stations that gave Mr. Pliss cut rates that it expected them to honor the "favored nation" clause of the Four A's contract and give equal treatment to Esso and other McCann spot radio clients (AA, June 6).

■ Walter N. Plaut, the Lehn & Fink vp who announced the dropping of McCann, would not comment on the reason for the action. Nor would he answer when asked if Mr. Pliss's activities for Stri-Dex brought about the break. He would say only that it was a "management decision" and that "McCann is a fine agency."

Mr. Plaut said the competition for these loose billings is wide open. Interviews with prospective agencies have not started yet.

All products of the Lehn & Fink division were handled by McCann except Medi-Quik, a new aerosol first aid product that has been assigned to Geyer, Morey, Madden & Ballard. The company has started tv testing of this product in some markets.

■ McCann-Erickson would not comment on its loss of the Lehn & Fink division, except to point out that it still is in the Lehn & Fink picture with the Dorothy Gray account, with an estimated $1,000,000 worth of billings.

One sidelight: Edgar W. Nelson, who is now general manager of the Lehn & Fink division, used to be a McCann man before he moved to the client side of the fence.

■ The spot buying methods of two other advertisers were bringing complaints from some representatives this week. Most of the talk was about Johnson Candy Co. and its alleged efforts to use a teenagers record survey as a means of stretching its spot dollars for Powerhouse candy.

Ernest Walker, of Hicks & Greist, has built a spot radio campaign for Powerhouse around a teen record survey conducted in selected markets by Pulse Inc. The teens' selections—separated into the top 10 for boys and the top 10 for girls—are used as a focal point for the programming and a bargaining wedge with stations.

QUALITY LOOK—*Stephan Co., Fort Lauderdale, which sells exclusively to barber shops, will advertise its new line of men's toiletries in a forthcoming campaign in Life. Peter Finney & Co. is handling.*

Reps told ADVERTISING AGE that stations have been asked to program the Powerhouse Top 10 selections as a special show. The advertiser buys about three spots within the hour or two-hour Powerhouse record session, as it is programmed on WABC, New York. The deals offered to stations apparently vary somewhat, but some stations have been asked to air the full hour Powerhouse show, with the client offering to buy three spots in the show, but asking that the cost of the Pulse survey be deducted from the price of the spots.

■ Some of the reps queried by AA said some of their stations had turned down the business. Said one rep: "Our Wichita station thought with the uproar over payola that this was no time to let an advertiser do your programming for you with his own built-in plugs."

Sources at the agency indicate that the Powerhouse-Pulse Top 10 is running on stations in New York, Roanoke, Richmond, Norfolk, Green Bay, Springfield, Ill., and Wichita. A letter to stations went out in mid-May from Robert Kerr Organization, a radio transcription company, suggesting that they get in touch with their reps and try to get their share of the expanded Johnson Candy Co. spot business. Attached to the letter was a press release sent to the record industry papers. This called attention to a Chicago meeting of record executives from several of the major record companies concerning a contest that presumably was tied into the Powerhouse spot radio drive. This was being advertised in magazines and at the point of sale, the stations were told.

■ Said one disgruntled rep: "The record companies and everybody seem to be in on this. And everybody is going to make money out of it except the radio stations."

At press time Hicks & Greist's Mr. Walker could not be reached for his side of this story.

There also were charges from some sectors that Pharmaco, through N. W. Ayer & Son, was placing radio locally, or trying to, for Feen-a-Mint. One rep told AA that buying at the local rate started last fall in the Texas area; another rep said Ayer bought locally in Mobile through the name of a wholesaler.

■ Alan B. Cowley, an advertising manager for Pharmaco, denied that attempts were being made to buy for Feen-a-Mint or Chooz at local rates. He said some Pharmaco radio dollars are spent on a co-op basis through drug chains, etc., and that some wholesalers use part of their allotment to buy local radio. But he said Ayer was not trying to talk stations into giving Pharmaco a local rate. #

Paul Barrett, 75, Former ICS Ad Director, Dies

SCRANTON, June 7—Paul V. Barrett, 75, long prominent in the advertising and public relations fields, died June 5 in Mercy Hospital after a long illness.

Retired advertising director for International Correspondence Schools, with which he was associated for 48 years, Mr. Barrett was recognized as a top advertising executive and was the author of many articles on advertising.

Mr. Barrett retired in 1952 after nearly five decades with the ICS, the last 29 years of which he served as director of advertising. Subsequent to retirement, he continued to be active and at the time of his death was public relations director for Rodgers Motor Lines, of which his son, John P. Barrett, is president.

■ Founder and first president of the Scranton Advertising & Sales Club, Mr. Barrett was the recipient in 1953 of a gold life membership card, the first ever awarded by the club. Last February he became the first recipient of a silver medal award from the local club.

Mr. Barrett is famous for the 37-year record of the returns on all ICS magazine advertising. For several years, he cooperated with ADVERTISING AGE in conducting an annual "experts' copy judging contest," based on the 12 best ICS ads of the previous year.

George Pope, 54, Business Manager of 'Foundry,' Dies

CLEVELAND, June 8—George A. Pope, 54, business manager of *Foundry* since 1950 and a member of the sales, circulation and advertising departments of the publication since 1930, died May 31 after a heart attack.

Mr. Pope joined the Penton Publishing Co. in the *Foundry* circulation department in 1930. He left the company in 1933 to engage in sales activities, but returned in 1936. In November of that year he was appointed assistant advertising manager.

He was transferred to Chicago in 1940 as district manager of *Foundry*, and he returned to the home office as business manager of the magazine 10 years later. #

TV Commercial Services Becomes Babcock & Kogan

NEW YORK, June 8—Edward Kogan, formerly director of tv-radio at Joseph Katz Co., has joined TV Commercial Services as a partner. The company, which serves as an adjunct to advertising agencies in tv-radio production services, will change its name to Babcock & Kogan.

Before going to Katz, Mr. Kogan had been executive producer and head of the New York office of Edward H. Weiss & Co. He also has been at NBC-TV and CBS-TV, serving as a director and associate producer at both networks.

TV Commercial Services was formed in January, '60, by Lynn Babcock after her resignation as a producer-director at J. Walter Thompson Co. #

Limestone Products to Owen

Limestone Products Corp. of America, Newton, N.J., producer of crystalline calcite products, has appointed Edward Owen & Co., Avon, Conn., to handle its advertising and sales promotion, effective July 1. Pickett-Anthes Inc., Toledo, is the previous agency of record.

Bachelder Hits 'Subconscious' Distrust of Ads

WASHINGTON, June 10—Joseph E. Bachelder, managing director of the Industrial Advertising Research Institute, said Tuesday that the biggest fallacy of top management is "the subconscious feeling that advertising won't work."

He told the annual conference of the Assn. of Industrial Advertisers that while we may not know all the

AIA Meeting

answers, thousands of pieces of mail received as a result of industrial advertising leave no doubt that advertising pays dividends.

Among the "fallacies" singled out in his talk were: The assumption that advertisers are thoroughly informed as to reading habits of product consumers, or that the average reader spends much time reading advertisements. Also, that advertising per se is creative, that readers will seek you "and read your ad in the bathtub," that advertising is scientific and that a successful campaign can be built solely on the answer to the questions: Who buys? Why do they buy? What to tell them to get them to buy? and how to tell it effectively?

Researchers, he said, must consider industrial images as well as consumer images, and they can accomplish this best by using indirect methods of questioning along with direct tactics.

■ "Logic is not enough anymore. We need facts," asserted Harrison M. Raine Jr., senior vp of Stewart Dougall & Associates, New York, in pointing to the key for successful industrial marketing.

Mr. Raine, who took up where Mr. Bachelder's talk on advertising fallacies left off, explained that some of the "traditional bases for decisions" no longer apply, then listed ten "fallacies in marketing logic."

Among them: There is too much emphasis on measuring sales on past performance. "Budgets based on the past showing stunt a company's growth," Mr. Raine said.

Following competition is not always the best guide, he advised. They're not as smart as you think they are or they may have more money than you, he warned. "You don't have to be a U-2 and I'm not talking about planes here," he said.

Mr. Raine also took a swing at the notion that motivational research is a panacea. It's silly to think that industrial advertising "conjures up memories of toilet training," he said.

■ Raymond Corey, associate professor of business administration at Harvard University's graduate school of business administration, traced the forces of resistance in marketing new products.

■ Maxwell R. Conklin, chief to the industry division, U.S. Census Bureau, urged marketers to base purchasing and sales records on the government's standard industrial classification system. He said SIC enables people who use statistics to "talk the same language."

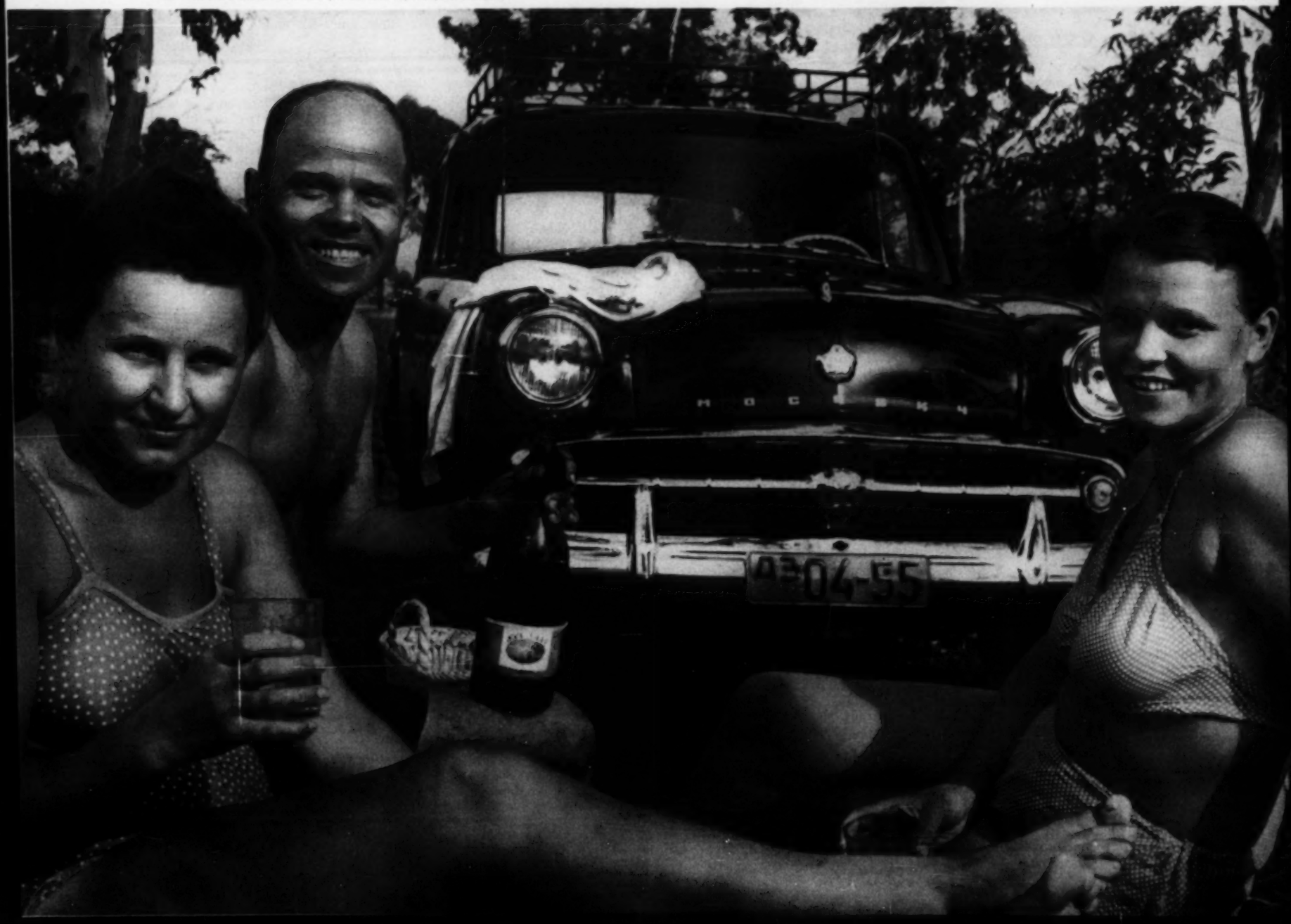
He distributed a newly developed "guide" to show the selected kinds of materials available from the Census Bureau for industrial marketing. "While facts from the census and elsewhere are in the public domain," he said, "the success of a company in using them depends on its own ingenuity." #

Far from the latest freeze in the cold war,
Russian workers picnic by the sea.
Behind the smiles, a deadly serious belief
their country will win
the economic race against the West.
Sputnik-proud, Lunik-sure,
they say luxuries have made America soft.
Yet, paradoxically, they seek the same luxuries.
Confidence, ambition, materialism—
The Big Change in Russia.
You sense it as you meet the Russian people...
as you ponder their new threat, not of war,
but of fiercely competitive peace...
in the current LOOK, *the exciting story of people.*

LOOK

PEOPLE ARE THE PURPOSE—PEOPLE ARE THE POWER

from "THE BIG CHANGE IN RUSSIA", in the June 21, 1960, issue of LOOK



Beef Up Marketing to Meet Foreign Rivalry, Industrial Marketers Told

(Continued from Page 1)

• Ray R. Eppert, president of Burroughs Corp., keynoted the association's 38th annual meeting with the warning: "We continue to grow or we die. We keep running or we get run over."

• Thomas Allison, general conference chairman and president, industrial products group, Daystrom Inc., pointed out that many foreign economies have "newer, more modern, more efficient industrial plants than we, work forces more easily satisfied than ours, and these facts show up in the marketplace."

• Robert E. Lewis, president, Sylvania Electric Products Inc., emphasized that some of the most serious competition stems from the "industrial rebirth" of friendly countries which are engaging in friendly competition. While we can't compete pricewise with many foreign producers, he said, we can begin to stem the influx of foreign goods and to expand our foreign markets if we "beef up" our marketing effort.

■ While the four-day meeting had heavy international overtones, it also offered a full schedule of workshop sessions on such subjects as research, communication of ideas, corporate public relations and creative advertising.

In his keynote remarks, Mr. Eppert said any effort to use tariffs to protect our domestic market is "obsolete" because friendly nations that are strong enough to help us militarily must also be strong enough to compete with us economically.

"The only answer to this competitive dilemma," he said, "is to expand the world market. What we need is not a bigger piece of pie, but a bigger pie."

■ "When we build a fence," he said, "we must consider what we are fencing in as well as what we are fencing out. If we fence out imports, we are going to fence in our own exports, for it is an unpleasant fact that the world no longer depends upon our products as much as it did a few years ago."

The answer to trade deficit, he contended, is to capitalize on technological effort and capability. "We must aggressively export what might be termed model II products while the importing territories are in a model I phase," he argued. "As they move into a model II position, we must be in model III."

The European continent will be an increasingly attractive production and distribution base for companies whose products cannot be manufactured here and sold competitively and profitably abroad, Mr. Eppert suggested. "Importing from ourselves also protects our competitive position on those products in the U. S. market against similar foreign exports."

■ Mr. Allison said the '60s will soar only to the degree that we market knowledgeably at home and abroad.

In the decade 1948-1958, American exports of manufactured goods increased by 41%, Mr. Allison noted, but the United Kingdom, West Germany and Japan had far more spectacular gains. "And when you read those figures don't forget these nations took that business in markets that had been pretty much ours for the last 15 to 18 years while their industries were knocked out by war."

■ Mr. Lewis said that the U.S. is facing a worldwide economic revolution resulting from "a complete change in method involving many countries and millions of people and entire economies."

Some companies have already recognized that the advertising aspect of marketing is the first gun to fire in the campaign to meet the challenge of the foreign manufacturer, he said. Some, intent on European sales, have switched their accounts to agencies with more potent European representation.

Much can be achieved, he suggested, through effective use of existing U.S. trade and technical publications. "My personal belief," he said, "is that these publications have a great impact not only on every imaginable industrial market in the U.S. but also on the corresponding markets of every other country in the world.

"With the fact established that foreign markets apparently are hungry for news of developments in American industry," Mr. Lewis continued, "you ought to ask yourself the question: are you doing enough advertising in U.S. publications which you know reach potential markets in foreign countries, and are you doing enough advertising in the press of foreign countries?"

■ In re-evaluating industrial advertising at home and abroad, he said each company must make sure it is putting its name, products, and capabilities forcefully enough and frequently enough before its potential customers.

The "terse and cute ad" is no longer very successful in industrial advertising, he added. "The backbone of industrial advertising is information and lots of it.

"It's pretty obvious that price almost exclusively is the reason that overseas competitors have gained such a strong foothold in our domestic markets," the Sylvania chief executive declared. "For the time being, it's equally obvious that we are not going to meet this foreign competition on a price basis. For the most part, we have to disregard the price angle and emphasize other important factors."

■ Some of the areas Mr. Lewis listed where American industry can compete with low-cost imports include:

1. Product design "where American industry has always had the reputation of being superior. . . ."

2. Product reliability or dependability "with emphasis on the fact your product will perform exactly according to specifications."

3. Product availability, giving "the customer what he needs when he wants it and in the required quantity . . . without waiting for a slow boat with all the usual delays of custom clearance and shipment from port of entry . . ."

■ Al N. Seares, retired Remington Rand vp, now a consultant for the U.S. Department of Commerce, highlighted trade and marketing as a key area in the cold war.

In order to achieve essential military strength and stability, he said our economy must grow at a 5% annual rate. "The great mission of marketing and trade," he said, "is to provide the resources to sustain a prosperous economy."

He expressed concern that productivity per man hour in marketing has increased at only about a third of the rate that productivity has increased in production in recent years.

"Why is it that man can develop a guidance system to destroy but not for marketing, to get response feedback that cannot be criticized for lack of results," he observed.

"Economic growth—the rise in our standard of living or in the value of goods and services purchased by people—is not automatic, and it is not provided by government. It must be produced by the savings and the hard work of all of us," Ira T. Ellis, an economist for Du Pont, told the AIA Monday afternoon.

Apparently there is some disappointment with the Golden '60s, Mr. Ellis said. "The level of business is high—industrial production in the latest quarter was 8% above a year ago—but apparently the level is not as good as it was expected to be," he said.

■ The principal problem, as evidenced by the decline in the stock-market from December to April, is in the area of profit, he maintained.

Even so, this year is expected to be the best business year the country has ever seen, with employment, personal income, industrial production and the number of automobiles on the road reaching new levels, he predicted.

"We are at the threshold of this decade of opportunity," he said, "but this growth will not be automatic or easy. It must be produced by the hard work of all of us."

■ Three developments in projection equipment—the latest one now on the market, a second one due to reach the public later this month, the third one expected to go into production next year—was described at Wednesday's session of the AIA conference.

Hugh Southwell, manager of the live show & business theater department of Jam Handy Organization, Detroit, said the latest development in modern horizontal-motion projection is the jumbo strip. "This technique makes it possible to get larger panoramic pictures into business meetings than was formerly economically feasible."

An 8mm sound motion picture projector will bow this month. "All the major projection manufacturers have announced them or have them in the works," Mr. Southwell said. Reduced costs of printing the film will make it possible for small meetings of 40 to 50 to use the sound equipment, he explained. The 8mm prints can be made from the standard 35mm or 16mm productions, making low cost prints available, Mr. Southwell said.

■ "Most U.S. publications just do not serve Canadian needs," asserted Frank Rose, director of printed media of Russell T. Kelley Co., Hamilton, Ont.

"They may be interesting reading," he said, "but they are not vital reading to a Canadian." He pointed to differences in climate and geography between the two countries, differences in the scale of manufacturing enterprises (40% of U.S. shipments come from plants with 1,000 or more employes, compared with only 26% from Canadian plants in the same category), and more extensive Canadian market research as reasons why the U.S. publications don't fill the Canadian bill.

Turning to circulation audits, Mr. Rose explained that 56% of Canadian business publications have a recognized audit compared to 34% of books in the U.S.

■ Rapid growth and diversification of industries has created the necessity among large corporations to "identify themselves strongly and consistently, and to build wider recognition of their corporate identities," Royal Dadmun, president of Royal Dadmun Associates, Baltimore, told the AIA Thursday. He was one of two speakers discussing corporate identity. The other, W. H. McConnell, vp, marketing, Diamond Alkali Co., Cleveland, detailed his company's corporate image program.

■ Success of a corporate identification program depends on two factors, Mr. Dadmun said: (1) An effective trademark and (2) establishment and maintenance of design integration for uniform character and recognition.

In a large corporation, Mr. Dadmun pointed out, "everybody gets into the act" and therefore it's important that standards governing the use and adaptations of corporate graphics be carefully worked out.

"An effective symbol, backed up by a consistent program of integrated graphics, communicates in a flash whole realms of meaning," Mr. Dadmun said.

■ John O. J. Shellenberger, vp and director of marketing of Amchem Products Inc., Amber, Pa., opened a Wednesday afternoon session on "Getting Ready for Market Conditioning" by stressing that one of the most important needs in industrial marketing is to sell the value of the job to all ranks and divisions of the company.

"The idea of everybody working together contributing to setting goals, and everybody working together to meet the goals we have set" is the only way industry can move ahead, Mr. Shellenberger said.

"The gravy train for most of us, unfortunately, has stopped, or at least it is just poking along. In today's highly competitive markets we need to know as accurately as possible where we are going, where we should be going, whether it is costing us too much money to get there, and if so, what we can do about it," he maintained.

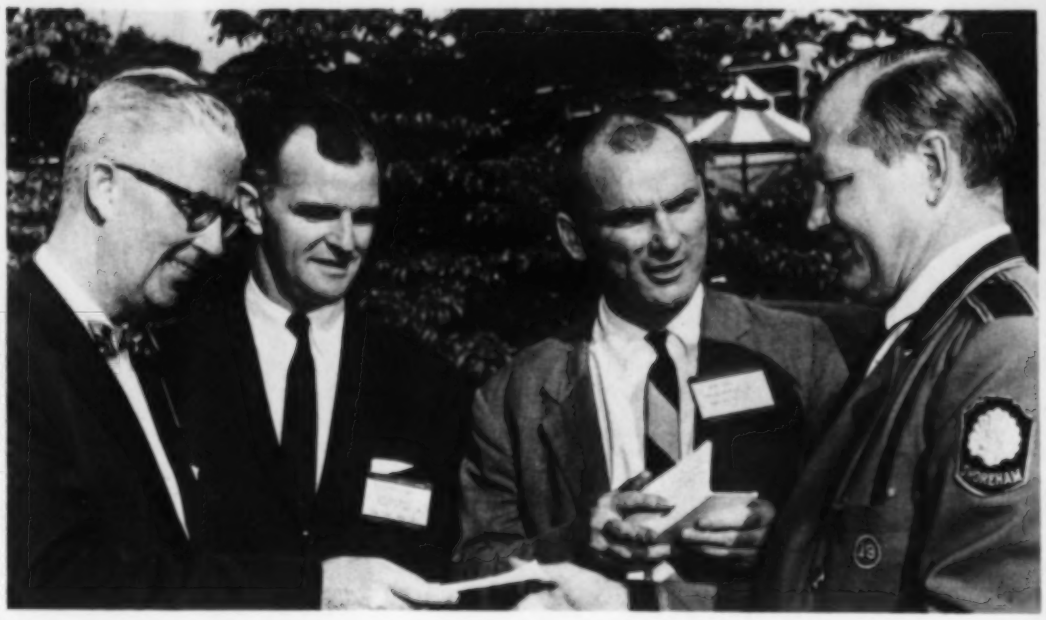
■ After Mr. Shellenberger spoke, the discussion continued at separate workshop sessions for advertisers, agencies and publishers. Moderator at the session for advertisers was A. Russell Aikman, director of marketing, Ridgefield Instrument group, Schlumberger Well Surveying Corp., Ridgefield, Conn.; for agencies, S. R. Bernstein, vp, Advertising Publications Inc., Chicago, and for publishers, Ray Richards, Conover-Mast, New York.

Five speakers, led by Maurice Schwartzmann, minister-counsellor for economics of the Canadian embassy, Washington, spoke at a special session on "Marketing Across the Border."

■ Canada has a much larger stake in foreign trade than the U. S., F. Perry Wilson, exec vp of Union Carbide Canada Ltd., Toronto, told the session. Even though the U. S. has a population approximately 10 times that of Canada, and a national income 15 times as large, commodity imports in 1959 accounted for about 3.1% of the U. S. gross national product and exports accounted for 3.6% in Canada. In the same year 16.7% of the gross national product came from imports and 14.7% from exports, Mr. Wilson pointed out.

■ The major difference in covering the markets of the U. S. and Canada is the actual time available for selling, he said. In Canada, Mr. Wilson said, more time is spent traveling and less is alloted for selling, since the Canadian distribution setup is limited to four main areas. "It's the only practical solution when one considers Canada's population density," he said.

Regulatory standards in the U. S. and Canada often differ to a marked degree, Mr. Wilson pointed out. For instance, resale price maintenance by a manufacturer in Canada is prohibited, thus making "fair trade" tactics illegal. #



Roney Heffernan Young Gatekeeper

SURE WE PAID—*Dick Roney, Phil Heffernan and Webb Young, all of Conover-Mast, early arrivals at the Assn. of Industrial Advertisers annual meeting, check in for a Sunday night terrace reception. Gatekeeper seems satisfied with their credentials.*

The most important 1,195,671 in the advertising "census"

An immense tabulation is now being completed—the national census. Its purpose is clear—to tally and measure the nation's population. Another kind of "census" goes on continually in advertising circles—the tabulation and measurement of audiences.

Some combinations of mass media come up with an advertising audience estimated to exceed the total population of the United States. Yet, how much more important to advertisers than "how many" is "which ones"?

Do these people have the money to buy my product or service? Are they the people who set the buying pace in their communities? Can their well-respected opinions help my company grow—in stature, in sales and in profits?

Measured in these specific ways, the 1,195,671* important people who buy and read "U.S.News & World Report" can readily be called the most important magazine readers of all—and the magazine that brings them together each week . . .

The most important magazine of all

No other news magazine concentrates its entire content on the important news of national and world affairs. Consequently, no other news magazine attracts such a high concentration of the leaders of business, industry, finance, government and the professions.

No other news magazine attracts such a high concentration of higher-income families (average income—$15,496).

Ask your advertising agency for the documented facts about this important magazine . . . from your standpoint, very likely the most important magazine of all!

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Advertising offices, 45 Rockefeller Plaza, New York 20, N. Y.
Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Washington and London.

**Publisher's Interim Statement to the Audit Bureau of Circulations for the 3 months ending March 31st, 1960*

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 48,389

HELP WANTED

ARTIST WITH BRAINS TO FUNCTION as creative art department of growing ad agency in midwest city of 100,000 plus. Layouts; some finish and client contact. Good starting salary with solid future for experienced ambitious individual.
Box 3747, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Unusual opportunity for aggressive man with top notch photographic studio. No photographic experience necessary, but must have good business administrative background and sales personality. Write giving full details, professional and personal. Replies held confidential.
Box 3748, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MEDIA ASSISTANT
Fast-Growing Midwest Advertising Agency ($12,000,000 now) needs media assistant in expanding department. Excellent opportunity for career and advancement. Some media print and broadcast research, analysis and recommending experience essential.
You will be a part of our staff of 135 in a pleasant city midway between Chicago and St. Louis. Fine place to raise family. No commuting. Ask any media man about us. Write giving full details including background and salary requirements, to **Miss Shirley Sunwall, The Biddle Company, Bloomington, Illinois.**

COPY-CONTACT
Top-level creative-plus-sales executive to manage three aggressive accounts in home & office appliance and automotive fields. Med. size dynamic midtown agency, A-1 rating in its field. Detailed resume to
Box 3784, ADVERTISING AGE
630 Third Ave., New York 17, New York

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. manager ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

Copywriter Wanted to work on catalog sheets, brochures, newspaper ads as member of world-wide advertising headquarters in Janesville, Wisconsin. Two years of copy experience is minimum. Imagination and drive is important. Knowledge of Spanish is helpful but not mandatory. Youth and mail order experience desirable.
A resume of your experience, personal and educational backgrounds will be considered carefully and treated in strict confidence. Please state salary objective.
Director of Advertising
The Parker Pen Company
Janesville, Wisconsin

ARTISTS, STOP COMMUTING—START LIVING!
AAAA agency, midwest, seeks 2 artists NOW; fast, creative layout man; young comer w/know-how in prod., graphics, etc. Diversified nat'l-reg'nl accts. Good start salaries, many benefits, max. security in small congenial shop. Pleasant community of 50,000 w/exc. schools, all shopping, recreation just minutes away.
Box 3785, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SELLING
Position now open. Aggressive, experienced man 27-40. Involves 25% travel, 75% handling correspondence and promotion. Highly respected business publication located in Twin Cities. Salary, bonus. Give full details. Replies confidential.
Box 3786, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

CIRCULATION MANAGER
wanted by established publisher for NEW QUALITY publication serving horizontal executive market. Willing to pay top dollar plus bonus, profit-sharing, stock options for producer. Excellent opportunity to grow as key man under highly compatible working conditions. (Also opening for assistant.) We must ask that your resume be all-inclusive; giving entire work history, present salary, etc. It is important that your resume include **detailed** reports (type list, cost, percentage return, etc.) on examples of work in which you have had a hand. Write PUBLISHER,
Box 3789, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER
Alert, aggressive man with mail order experience. Position at present is a one man operation with good opportunity for advancement. Covers entire range of duties from layout to copywriting of catalogs and brochures and contact with printers, artists, etc. Near North side firm. Metropolitan Chicago applicants only. Please send resume and desired salary.
Box 3790, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING COPYWRITER
This congenial well-established agency has a national reputation for its beer advertising with a growing list of clients from coast to coast. If you have the professional style, the versatility, and the solid agency experience we require, we can offer you a real opportunity. Send resume, samples of some of your best efforts and salary requirements to **Cavanaugh Morris Advertising, 946 Greentree Rd., Pittsburgh 20, Pa.**

TIME BUYER
Experienced male buyer for agency with heavy TV spot activity. If you are experienced, send complete resume' to **Mr. Jack Schroeder, Wade Advertising, Inc., 20 North Wacker Drive, Chicago 6, Illinois.** Phone applicants will not be considered.

AD AGENCY TRAINEE
Ad Agency has opening with exceptional opportunities for young college grad. Job involves handling detail on National Accounts with large TV and Print programs. Send complete resume, detailing education, scholastic record and military status.
Box 3680, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TO THE A.E. WITH SOMETHING . BESIDES TIME TO KILL
Small midwest agency (AAAA) with big reputation for good work seeks sharp A.E. who likes to sell as well as service. We would like a man with more than time to kill or a collection of anecdotes; prefer a guy who has a couple of good accounts in the hand, and is willing to beat the plentiful bushes in these parts for more business. Attractive proposition to right man. Bonus plus: small, convivial shop located in one of nation's most pleasant communities where good living really exists. Write today.
Box 3791, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago SU 7-2255

HELP WANTED

COPYWRITER
Medium-size agency just off Michigan Ave. needs a top-notch creative writer to handle a wide range of planning and writing assignments. Knowledge of food merchandising and some radio and TV experience desirable. Most important: real versatility, a flair for creative merchandising ideas, top professional writing ability, and the desire to contribute to the success and growth of an agency with sound consumer and industrial accounts. If you think you're our man—and you're looking for a position that offers a good starting salary, opportunity for growth and fine working conditions, send us your resume with a note. All replies confidential.
Box 3792, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Hundreds of $7,000-$35,000 executive jobs available. Get free Report. Strict confidence. **National Employment Reports P. O. Box 6731, Chicago 80.**

PUBLICATIONS EDITOR
Progressive, profitable Midwest organization in the automotive industry employing over 5,000 has a Publications Editor position available.
Must have degree plus minimum of 2 years experience in industrial journalism with understanding of corporate public relations.
Please send complete resume and salary requirement to R. L. Piers
Box 3793, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Medical publisher seeks ad space Rep for New York area. Salary and compensation in vicinity of $25,000.00 plus expenses. Some traveling required. Replies confidential.
Box 3787, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES PROMOTION MANAGER
Immediate opening for Sales Promotion Manager to develop sales promotion and merchandising programs for refrigeration, freezer products; design, develop copy for point-of-sale materials. Experience demonstrating ability to successfully direct extensive sales promotion program required.
Top compensation and benefit program offered. Pleasant living and working area in St. Joseph, Mich. All replies treated confidentially. Send complete resume to: **E. E. Emerson, Corporate Personnel, Whirlpool Corp., St. Joseph, Mich.**

ASSISTANT TO THE ADVERTISING AND SALES PROMOTION MANAGER
of a medium sized industrial (metal trades) plant located in upstate N.Y. Should have experience writing and editing technical copy, preparing direct mailings, producing technical catalogs and collateral materials. Minimum of 2 years' experience plus college. Please send resume stating education, experience and salary required. Write:
Box 3788, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

SEASONED PR EXECUTIVE OFFERS PROFITABLE RESULTS
Box 3719, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLIC RELATIONS—PROMOTION DIRECTOR
President of small but profitable Southwest metropolitan area advertising-public relations agency desires return to corporate or agency public relations-promotional field. 32, BA in Journalism, 14 years' experience in aviation, newspaper, radio-TV, Chamber of Commerce, professional sports, automotive and retail sales. Prefer to remain in Southwest, would relocate to California or Florida. Agency's fine financial picture will allow sale in 30 days. Will accept less starting income to return to this field if advancement potential available.
Box 3771, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE ART DIRECTOR
14 yrs. top nat'l acc'ts, industrial consumer, will relocate, proud background.
Box 3794, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE LANCE PACKAGE DESIGN
trademarks, booklets, ads, complete design programs . . . quality + economy
Box 3795, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

STRONG ON COPY AND CONTACT
Young, highly creative. Looking for Chicago agency. 4 years experience in retail sales promotion and account service work with agency.
Box 3796, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING-MARKETING MANAGER with 16 year background as advertising-promotion-merchandising manager major markets dept. stores and advertising manager metropolitan daily. Extensive experience in consumer products. Comprehensive knowledge marketing-copy-media. College family man. Late 30's. Seeks future potential with aggressive concern.
Box 3798, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

Facile and literate female copywriter wishes to write on interesting and varied accounts, 4A new business and institutional copy background, 3 years residence abroad, please write:
Box 3797, ADVERTISING AGE
630 Third Ave., New York 17, New York

PROMOTION—RESEARCH MGR.
Solid exp with top publ. Age 31. Avail July 1. B.S., MBA & teaching. Salary open. Call **ORchard 6-1574 (Chgo)**

BUSINESS PUBLICATION SPACE SALESMAN AVAILABLE
Constructive & creative with proven 14 years record for producing with a background in research, sales promotion, marketing and management. Has handled accounts in variety of classifications; electrical, industrial and manufacturing equipment, building materials, chemicals, etc. N. Y. location preferred.
Box 3799, ADVERTISING AGE
630 Third Ave., New York 17, New York

Young exec (31) capable of outstanding job as **Adv. Mgr. or Product Mgr.**
Box 3800, ADVERTISING AGE
630 Third Ave., New York 17, New York

MEDIA SALES
MERCHANDISING/SALES PROMOTION
Well rounded experience major consumer magazine including ad sales, merchandising, sales promotion. Offer ambition, aggressiveness, enthusiasm, integrity, loyalty, versitility. Like work, people, money. Want to build solid future with right association. Willing to travel, relocate. Age 29. Marketing Degree plus Post-grad.
Box 3801, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS
ENGINEERS AT THEIR HOME ADDRESS. Over 125,000 Select by types. On Speedaumat Plates. Lowest rates. **MARKETING/TECHNOLOGY 4617 Red Bank Rd., Cincinnati 27, O. BR 1-3200**

WANT TO MOVE TO FLORIDA WITH A READY MADE BUSINESS!
Combination publication and direct mail service. Highly profitable. Can make substantially more if the right man applies full time to it. This is an exceptional opportunity for a modest investment. Don't delay. This will go right away.
Box 4506,
Fort Lauderdale, Florida

DON HARRIS NEEDS:
MERCHANDISER for big agency. Man who knows why a plan or promotion will or won't work in food stores. One who can conceive promotions himself, with all the mechanics ..... TO $18M
AE. Experience $500M to $1MM food account ..... TO $16M+
FIELD SPECIALIST, health and beauty aids, for big agency. Must have close contact nation-wide with food and drug chains, rack jobbers $15M
TV-radio writer-producer, prosperous, growing smaller agency. Probably man stymied in bigger agency with good-account experience $15M
TV-radio writer not in rut. Name-agency ..... $14-$15M
POP. Promotional idea man, who knows what will and won't be used by major retailer types. Big agency $10M
PREMIUMS. All-around man for department in major agency. Good supplier contacts $10M
SPECIALIST, couponing, sampling, etc., area and national experience. Accurate in estimating costs. Big agency ... $10M
DON HARRIS, DIRECTOR
Advertising & Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9400

Our 49th Year
PUBLICITY WOMAN, at least 5 years food experience $8-9,000
COPYWRITER—woman, small agcy. Gen'l & TV exp. 6,500
COPYWRITERS—male, farm chemicals, automotive to 10,000
ART DIRECTOR, midwest city layout & administrative 10,000
MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

CREATIVE SALES PROMOTION AND ADVERTISING ASSISTANT
Strong copy. Create and follow through printed sales aids of all kinds — mailing pieces, stuffers, brochures, sales letters, etc. Blue chip company, N.Y.C. Send complete resume to Box 244, Advertising Age, 630 Third Avenue, New York 17, New York.

PHILADELPHIA STORY
Me: . . . so I decided to refuse the promotion and the raise. Wife and I don't want to relocate.
You: Really like Philly, lad?
Me: Right! I'm after an account exec or creative ad mgr spot.
You: In 25 words or less, son, give me the Reasons Why.
Me: 8 yrs exp; 5 with present empl: giant corp. Went from ad writer to sls mgr. Creative! Plenty mktg savvy. Low 5 figs.
You: Real promoter, eh? Got time to give me the whole story?
Me: How about this week?
You: Swell, kid.
Me: Hmm, 30 is a sensitive age.
Box 248, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING COPYWRITER:
Agency background preferred, salary open. Join staff of established Syracuse agency with solid client list and sound progressive policies. Modern pleasant surroundings and numerous fringe benefits. Send complete resume to **Mr. W. P. Conklin, 433 South Warren St., Syracuse 2, New York.**

SALES PROMOTION AND ADVERTISING MANAGER
Industrial Marketing
$14,000 to $17,000
Large, fast growing manufacturer of construction equipment requires a young, 30-40, college graduate with a proven record in all phases of promotion. Should have experience in company with sales over $50,000,000 and responsibility for budget of at least $300,000. Outstanding opportunities for advancement.
Box 242, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

IT COULD BE YOU!
Tired of cold Yankee winters?
Sick of slaving for someone else?
Like to have your own agency?
How about dropping us a line in sunny South Florida? "US" are two guys who started an agency from scratch just four years ago. The kinks are out . . . we have a young, creative staff and are really rolling. Anticipating over $2-million billing this year, we need financial help. For it we'll give up 30% of stock in corporation to the right person. You must have good agency experience and fit into our overall picture. Let's get together!
IF YOU THINK THIS IS YOU . . . write Box 251, Advertising Age, 630 Third Avenue, New York 17, N.Y.

COPYWRITERS: West Coast Opportunities
Our national agency, which already has one of the largest operations in the west, is expanding. We need two versatile writers to strengthen our staff now—and for the years ahead. One should be mature and experienced enough to run the Copy Department. Both salaries are attractive. Yet there will be room for both writers to grow. If you have written both television and print, we are interested in you for the top job. A good seasoned print background may qualify you for the other.
Here are some of the questions we'd like answered. Have you developed complete campaigns—not just ads? Have you pulled together ideas from others and helped them shape a new presentation for an account that wants fresh thinking on an old campaign? Have you helped launch a new product? Can you recognize a new direction hidden in a deskful of contributions from a task force?
The assignments waiting for you will include writing for well known national accounts as well as regional advertisers in all media. Both consumer and industrial products. Your experience should also be equal to the wide assortment of odd jobs that copywriters are expected to handle—from salesman's brochures to labels for new products to publicity releases for trade papers. You'll be supported by the best talents available in all departments of the agency. Sound good? Send us your resume in full. Naturally, we'll treat your inquiry with confidence. Box 249, Advertising Age, 200 East Illinois St., Chicago 11, Illinois.

EDITORS
PLAYBOY Magazine seeks qualified, experienced editors for staff expansion. Applicants must have professional magazine editing experience and/or must have been published widely in consumer publications. This is a challenging opportunity for intelligent, aware and discerning young men. Mail a detailed resume, including salary requirements, your photograph, a sample of your published work and a short report on your interests, tastes, leisure time occupations and non-job accomplishments to:
PLAYBOY MAGAZINE
232 East Ohio
Chicago 11, Illinois
Attn.: Personnel Dept.

EASTERN ADVERTISING MANAGER WANTED
for national metalworking book in growth market. Man will cover New England, New York, New Jersey, Maryland and part of Pennsylvania.
For the right self starter $10,000 plus profit sharing and expenses.
Send full background and experience to Box 250, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Ill.

DON'T JUST SIT THERE DO SOMETHING!
One of the nation's well-known agency-owner-executives writes us as follows:
"Please keep me in mind and when you run onto a really promising copywriter, let me know about him. You know this business so well that I can make this offer to you because I know you won't snow me under with a lot of unpromising candidates."
How can **YOU** fail to benefit from having **your** qualifications presented by someone whose recommendations are **respected, believed** and **acted upon?** Especially when the job is waiting, as it often is.
Regardless of your specific advertising experience or abilities, we'll either have the job you want—or we'll certainly **find** it. Right now we have a phenomenal demand for you young writers and artists. Seventeen attractive openings—coast to coast. You're **NEEDED.** So don't just sit there. **DO SOMETHING!**
Cliff Knoble-Consultant
Advertising—Marketing
IMPERIAL PERSONNEL
37 S. Wabash Chicago Fr. 2-4233

WANTED: AGRI. COPYWRITER

Real opportunity for agricultural man to improve his present and future with 4-A agency. Must have proved experience in writing effective advertising copy on animal health products, as well as feeds and feed additives. All replies in strict confidence.

Box 245, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

8000 DOCTORS READ

THE BULLETIN, official twice-monthly magazine of the Los Angeles County Medical Association.

Consumer Items Accepted—Agency Commission
1925 Wilshire Blvd.,
Los Angeles 57, Calif. HUbbard 3-1581

PUBLISHERS REPRESENTATIVE MIDWEST

Established publishers representative has opening for one good publication. Heavy experience in management and trade books. Chicago loop office.

Box 243, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MR. MAGAZINE PUBLISHER

Are you interested in a man who doesn't claim to have the panacea for all your problems but has sufficient experience and background to handle most of them?
This man who will soon be available is:

- Completely versed in national newsstand and subscription operations and personally knows all newsstand wholesalers.
- Aggressive business administrator
- Coordinator of various departments for smooth flow of work to cut costs.
- Capable of inaugurating systems and forms to suit your requirements.
- Approven ability and success.

Further confidences will be exchanged in a personal interview. Box 179, ADVERTISING AGE, 630 Third Avenue, New York 17, N.Y.

AGENCY WANTED
for
$237,000 ACCOUNT

by established publisher for NEW, QUALITY publication serving the horizontal executive market. REQUIREMENTS: Please indicate your ability and experience to handle the following by submitting *detailed* examples of previous work with *facts* and *figures*: (1) $125,000.00 Direct-Mail Subscription solicitation budget. (2) $50,000.00 commissionable media Subscription budget. (3) $50,000.00 commissionable media Advertising Promotion budget. (4) $12,000.00 Public Relations budget. All detailed presentations will be given first consideration, acknowledged and returned if desired within 30 days. Write CHAIRMAN, Box 247, Advertising Age, 200 E. Illinois St., Chicago, Illinois.

This Man
AVAILABLE THIS FALL

He is an officer in an agency billing over 25 million dollars. As an account supervisor his creative talents are proved by many outstanding campaigns. His marketing knowledge is attested to by the products and companies he has helped bring to prominence from humbler beginnings. 31 accounts subscribe to his ability to land new business.
As an individual, he is well educated, extensively traveled, has many social accomplishments, a forceful speaker and good story teller.
If it is just his billings you want you won't want this man. But if your team needs a man with complete knowledge of agency operation, he would like to meet you, discuss matters now for D day in the fall. Box 246, Advertising Age, 630 Third Avenue, New York 17, New York.

BETTER JOBS AND LOWER FEES

GROUP COPY SUPV.: strong client contact top oppt. Salary OPEN
COPY CHIEF: Creative ability 20-30M
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83 So. 7th Street, Mpls. 2, Minn.

'Invasion' by U.S. Agencies, Media Irks Canadians, Hamilton Tells AFA

TV Revolutionized Admen's Concept of British Market: Overy

NEW YORK, June 7—The role of advertising in international progress—both good and bad—was emphasized at one of today's sessions of the Advertising Federation of America's 56th annual convention, which got under way here June 5.

The postmaster general of Canada, William Hamilton, reminded his listeners that the "sheer volume" of American advertising has been a source of irritation to our proud northern neighbor. And the tendency of American advertisers to select the Canadian branches of U.S. agencies "when we have highly qualified agencies of our own in Canada, which we feel have a more comprehensive and intimate knowledge of Canadian marketing operations," also did not sit well with the Canadian official.

"No country is more subject to the influence of American advertising in all its forms than Canada—and frankly, while this may sell goods, it also in many cases arouses antagonism," Mr. Hamilton said.

■ "The antagonisms are based on a simple fact: We are immensely proud of our country, and we feel that it has a pattern of its own—a pattern both economic and cultural which should be truly Canadian and not dominated by you who are our neighbor. Yet we are finding this difficult to achieve, and a substantial part of our difficulty arises from the sheer volume of your advertising and the way it spills over into Canada."

Mr. Hamilton said his countrymen "are quite prepared to live with most aspects of this in the interest of the free flow of information and ideals," citing the Canadian's ability "to adjust successfully and even happily to the very substantial overflow circulation of American magazines in Canada.

"However," he observed, "when your publications begin to invade the field of our Canadian publications in a more direct way by seeking advertising dollars which would otherwise support genuine Canadian publications, we begin to have serious reservations."

■ The postmaster general outlined the "varying degrees" of invasion, ranging from U. S. publications which "camouflage it with a pittance of material prepared especially for us," those which print and publish in Canada, "which is helpful to our economy if not our culture," and those doing neither.

"Most invidious of all," he said, "the new split run technique allows some American publications to solicit and run Canadian advertising for Canadian circulation in a magazine which is otherwise completely American.

"It has been our hope in Canada that this situation might resolve itself through action on the part of those who are directly concerned, but this does not seem to be taking place, and the problem is now giving many Canadians cause for anxious thought and examination," he commented.

Mr. Hamilton said that some American advertisers, who automatically select a Canadian branch of a U.S. shop, sometimes go to the extent of persuading the agency to open a branch, despite the presence of highly qualified Canadian agencies.

■ "I mention these examples in the hope that they may have just a slightly chastening effect in some of you and drive home the fact that the very force, power and influence of American advertising and the perfectly proper search of those who practice it for an ever increasing volume of business can sometimes present problems even to a country which is as closely allied to you as my own."

■ Harry F. Overy, chairman and manager of Willing's Press Service Ltd., delivered a rundown on the developing European Common Market and the role of Great Britain in it; the growth of commercial television in England; and the efforts by British to present the advertising business properly, "not by excusing or covering up our failings, but by regulating, quite voluntarily, the comparatively few abuses which inevitably develop from time to time in so ambitious and progressive a calling as ours."

Mr. Overy made a pitch for Americans to use British agencies as the "natural link between your concepts and European concepts." He said the "average British agency is now positively ahead of its continental counterpart when it comes to the range and variety of the services which it can offer its clients, particularly the marketing operation and commercial television."

■ Discussing the changes brought by commercial tv in England Mr. Overy commented:

"We used to think of Great Britain as basically one market—that advertising in our London-based national daily and Sunday papers was national advertising. So it was. But television has shown us that we now have nine or more markets, each of which is strongly dominated by its local television station.

"We are now inclined to look at market statistics in relation to television areas. Some of us have had shocks when we did so. We discovered that in some areas our distribution hardly justified supporting advertising. In other words, some of our so-called nationally distributed products did not have a truly national distribution."

■ Secretary of Commerce Frederick H. Mueller, predicted an all-time high for the gross national product as 1961 begins and said that "advertising adds dynamics to salesmanship." But he warned that "more than an aptitude for commercial success will be required of the advertising profession. For today, business statesmanship must find the answers to searching questions that involve the actual survival of freedom in enterprise."

Advertising men "are better qualified for the role than almost any other segment of society," Secretary Mueller declared. "The paramount opportunity of the advertising community not only is to sell more soap and stardust, but to sell our free system—to sell it better to the minds of men everywhere." #

OUR 85 MEMBER REPS ARE ALL SELF-IMPELLED CALL MAKERS! TRY US—AND SEE!

Association of Publisher's Representatives
70 East 45th St.
New York 17, N. Y.
APR

CHARMING—*Fairchild Camera & Instrument Corp., Syosset, N.Y., will use this four-color spread with Indian snake charmer in the July Holiday as part of its introductory campaign for its new 8mm sound movie camera and projector (AA, May 2). Ad lists 155 dealers in 133 cities. Geer, DuBois & Co., New York, is the agency.*

Repute of Field Could Hurt Ads' Effectiveness: Fish

(Continued from Page 1)

advertising misdemeanor from being made."

The four-part program covers:

- **1.** Establishment of standards of truth and integrity in advertising.
- **2.** Formation of an active ethics committee in each AFA club to keep the plan in constant operation.
- **3.** Continuous cooperation with local better business bureaus to do "police work."
- **4.** Formation of local advertising panels, representing all advertising interests, to administer the code in cooperation with BBBs and adclubs.

■ As Mr. Cunningham pressed for remedial action on the part of the AFA members, other speakers (1) discussed advertising's effect on global conditions, as a force for freedom of enterprise; (2) called for self censorship by media and (3) asked for less public laundering of the ad business.

■ And Donald J. Wilkins, AFA vp and director of Washington activities, pointed out that "in the course of patrolling the Potomac during the past eight months, we have scouted no fewer than 13 different series of hearings in which advertising had something at stake—nine before congressional committees and four conducted by federal agencies.

"But this is only the beginning. The idea is catching on, and we expect to share the limelight with many a photogenic committee chairman during the months to come. We can also expect the number of bills to restrict, regulate or tax advertising to reach a new high-water mark."

■ AFA's board chairman, James S. Fish, vp and director of advertising of General Mills, called for a "year 'round climate control for advertising" in his closing remarks to the convention and suggested ways in which to achieve it.

"Unless we can better control this climate in which we operate, we will continually be fighting the brush fires of the business, diverting energy and money and people toward non-productive efforts, and, most important of all, stand by while our advertising loses in effectiveness because of a lessened belief in it, or because of a loss of a freedom which we have been too busy to preserve," he declared.

■ Al Capp, the caustic-speaking creator of "Li'l Abner," told his audience he regretted the change to truth and good taste in advertising—"You've been so entertaining so far with your old methods."

The advertising art director is now "the last outpost of classic art," he said, tongue-in-cheek, because he "draws life more beautiful than it is. There was never a Chevy as beautiful, a family as radiant, a gadget as fine as your ads draw." By contrast, Mr. Capp characterized modern abstract art as so much "muck" and "garbage," bought by "confused housewives beguiled by fairy decorators."

Abstract art, he explained, is "the product of the untalented, sold by the unprincipled to the totally bewildered."

■ While Mr. Capp regaled an overflow audience with his observations, the absence of New York AFA members at many of the sessions was noticeable and a cause for comment by both out-of-towners and the relatively few New Yorkers present.

Some thought the timing was bad, others that many New York ad people were "too sophisticated" to spend much time with the AFA grass-roots-type meeting. Possibly the best explanation came from a New Yorker who said the local admen were either "tired of hearing about ethics" or "too ashamed" to show up at the meeting, because of their recent ethics.

■ At one session, AFA's recently formed bureau of education and research probed the status of advertising education at a session presided over by Thomas D'Arcy Brophy. Two award-winning educational programs—by the Poor Richard Club, Philadelphia, and the Women's Advertising Club, St. Petersburg, Fla.—were presented.

■ Burton E. Hotvedt, head of the Brady Co.'s Milwaukee office, was elected chairman of the council on advertising clubs, and Clayton Cosse, Dora-Clayton Advertising, was elected a vice-chairman of the council. Ruth Volckmann, of Sawyer-Ferguson-Walker Co., was elected chairman of the council on women's advertising clubs.

Genevieve Wattles, 17-year-old high school senior from Winter Park, Fla., was the winner in the AFA's annual essay contest on the subject, "When I Think About Advertising."

■ Two new vice-presidencies were added to the AFA, representing groups affiliated with the federation. George W. Head, manager, advertising and sales promotion, National Cash Register Co., and Robert E. Kenyon Jr., president of the Magazine Publishers Assn., were named to represent company members and affiliated associations, respectively.

Newly elected to the AFA board of directors were Benton W. S.

THE YOUNG MARRIEDS

Your buyers—our readers

More young marrieds (18-34) read TV GUIDE than any other magazine. That's a major finding of the 1960 Starch Consumer Magazine Report. The figures:

TV GUIDE	4,637,602
Reader's Digest	3,720,986
Life	3,016,222
Look	2,881,085
Saturday Evening Post	2,816,437

Leading national advertisers now profiting by TV GUIDE's strength among young marrieds include Oldsmobile, Coca-Cola, Swanson, Plymouth, Listerine, Mohawk Carpets and Valiant.

TV GUIDE

Best-selling weekly magazine in America . . . circulation over 7,250,000

Towell Crary Hagen Hollister Oertel Walton Blake Patterson Brown Fuchs Detloff

AT THE AFA—*They came from near and far to attend the 56th annual convention of the Advertising Federation of America in New York. Among those enjoying the festivities were R. T. Hollister, Fin-Ad Inc., Akron; William J. Oertel, Ohio Newspaper Assn.; E. Hillier Walton, general manager, Columbus Outdoor Advertising Co.; Frank Blake, Outdoor Advertising Assn. of America, Chicago. The four ladies are all members of Florida's Suncoast Advertising Club. One, Wilma H. Brown, ad manager, Rutland's Department Store, is a first prize winner for achievement in education in advertising. The others are Odette Patterson, First Federal Loan Assn.; Jan Fuchs, and Ann Detloff. Deep in thought are Thomas Towell, Arthur Towell Inc., Madison; Arthur V. Crary, Terre Haute Advocate, and Richard Hagen, Cuna Mutual Insurance Society.*

Dodge, director of advertising and sales promotion, Gulf Oil Co.; Arthur Rippey, managing director, Rippey, Henderson, Bucknum & Co., and J. Kenneth Laird, Tatham-Laird. William Donovan, ad director of International Correspondence Schools, was elected secretary. Other officers were re-elected.

Tomorrow, a group of about 75 members leave by chartered plane for a 17-day European tour, during which they will attend the seventh international advertising film festival in Venice and visit with advertising leaders in other cities.

■ Bryan Houston, president of Fletcher Richards, Calkins & Holden, New York, told of two major forces currently exerting an adverse effect on the excellence of advertising.

"Force No. 1 is the sense of shame that has been artificially engendered in creative people for what we are doing, the profession we are in, and the hucksters we associate with on Madison Ave.," he said.

The second force "has to do with today's multi-layered corporate advertising department and the passing of an advertisement from hand to hand up the line until its original freshness is thumb-printed to death and its lifeblood has leaked out through a thousand niggling, nibbling changes."

Mr. Houston asserted that "the techniques of mass selling by advertising, vulnerable as they may be to chicanery, are inherently and necessarily more honest than any other form of commerce" because "dishonesty cannot continuously bring in repeat customers, which is the real backbone of American advertising."

■ He urged admen to stop proclaiming their guilt about advertising and to stop being "so deadly virtuous and trying to hog the limelight on the mourners bench."

Mr. Houston also struck out at "the troupe of midgets who crawl all over the creative product with their little red pencils." He asserted that "the most expensive thing that happens to agencies and to advertisers today is the layering of negative responsibility in corporate advertising departments."

He said advertisers would do better "if we took half the money that is often wasted in making futile copy revisions and put it into money-oriented media and account management." The real problems of the business, he said in this connection, include whether the criterion to scheduling is how many broadcasts a week will do the job, or how many broadcasts a week the budget will stand.

■ Charles K. Ramond, technical director of the Advertising Research Foundation, who discussed the business-oriented approach to advertising, said this approach means "advertising for profit.

"Profitable advertising decision-making is a skill almost no one has learned, and this skill can only be learned through experimentation," he said.

He added that it is a skill practically no one has learned "because we almost never know the consequences of our decisions." According to Dr. Ramond, "Not one advertiser in a hundred receives any clear idea of the return on his advertising investment. Not one advertiser in a hundred knows when he improves the allocation of his budget among media, copy appeals, target audiences or geographical regions."

Dr. Ramond added that in advertising, "we are confronted by a pattern of sales successes and failures which, for all we know, is essentially random.

■ "If we act as if these random rewards and punishments are really the results of advertising decisions, we condemn ourselves to patterns of foolish—only accidentally profitable—decisions," he said.

Experimentation to learn more about advertising, he said, is hindered by several fears. One of these is the "reluctance of management to manipulate the allocation of advertising funds just to gain information." Another, he said, is based on the question of how much variance in profit is actually caused by factors which might be controlled by the company.

The third fear "is a natural distaste for any approach which appears to reduce experienced executive judgment to mathematical formulae," he said.

■ Max Freedman, Washington correspondent of the *Manchester Guardian*, told the advertising men that they had much the same "generous capacity for inventorying of their own defects" one finds in the newspaper business. He observed that the advertising industry is "willing to write better copy than the public is ready to support," and later commented that the fault of American television centered in the fact that the "public wants shoddy and counterfeit programs." He urged on advertisers the concept of "the virtues of perspective, patience and power" in national affairs and in the problems of cultural achievement and intellectual interest. He suggested that to the AFA's shield motto, "Truth and good taste in advertising," might be added the old American virtues of "self reliance and self assurance."

■ Dr. Margaret Mead, co-curator of the Museum of Natural History and adjunct professor of anthropology at Columbia, told the admen that "no modern state can exist without advertising" and that "careful, planned, purposeful communication has come to stay in complicated societies." Advertising, she thinks, is a "modern, important, significant invention."

Dr. Mead spoke on a panel devoted to self regulation and ethics in advertising; she noted with some amusement that anthropologists also are attempting to establish a code of ethics and "we want to do it before we get any money." Advertising is under the disadvantage of attempting to establish an ethical code after becoming profitable, she said.

She suggested that an ethical code take into account the professional needs of advertising, the needs of the clients and the law. Any profession has to have a "boundary; you have to say who's in and who's out," she said.

■ Advertising people, she commented, are custodians of the American value system, and they can debase it by linking cheap products with high symbols, or keep the symbols high by discriminating use.

Most important, she said, is that the principal value held by advertising men is trust. Advertising, business, and mass media are important to the country, she said, adding that people are now worried about who writes speeches for candidates and whether agencies are too important in political activity. And, she said, people are concerned, fearing that "nothing in this country is what it seems."

Advertising men catch criticism, she explained, because "you're known to make purposeful, partisan statements."

■ Dr. Mead noted that a major problem of advertising is its lack of belief in itself. "You won't get a self-regulatory profession from people who don't believe in what they're doing," she asserted, adding that people could take pride in advertising because "you can responsibly bring people and a standard of living together."

She thinks that Americans are going to need special virtues in the future—virtues exhibited by President Eisenhower at the abortive summit conference, the virtues of discipline and patience. The present "tremendous pressure on the advertising business is a way of alerting you to a task that is of maximum importance," she said.

■ On the same panel, G. Duffield Smith, exec vp of the Better Business Bureau of Dallas, presented a declaration from the Assn. of Better Business Bureaus which contained the following salient points:

- That advertisers accept responsibility to present competent proof of claims when questioned.
- That media accept responsibili-

AFA! No Luck in Ol' N'Yawk

The Advertising Federation of America's 56th annual meeting was a miracle of bad timing:

The Assn. of Industrial Advertisers meeting in Washington drained away many who would have liked to get to the AFA.

The Assn. of Better Business Bureaus, with which AFA expects to work on local levels, was holding its own convention, en route to Bermuda.

The theater strike closed down Broadway, a major lure for many AFA delegates.

Tuesday, June 7, was primary election day in New York, and the bars were closed from 3 to 10 p.m. #

Mrs. Ross Ross McGary Mrs. McGary Saunders Mrs. Nelson Nelson Schlain Dressler Simon Tatich Mrs. Fritts Fritts Mrs. Haley Haley

AFA CANDIDS—*Far from home are this group of Texans which includes Bill Ross, University of Houston, and the new national dean of the American Academy of Advertising; Mrs. Ross; John E. McGary, Robinson-Gerrard-McGary, Houston; Mrs. McGary, and James E. Saunders, Terry Farris Stores, McAllen. Round the tables are Charles N. Nelson, American Seating Co.; Mrs. Nelson; B. H. Schlain, Universal Match Corp.; Jack Dressler, executive secretary, Kansas City Advertising & Sales Executives Club; Morton Simon, AFA associate general counsel; Emily Tatich, ad director, Dickson & Ives, Orlando, Fla.; Bill Fritts, WGTO; Mrs. Fritts; Walter J. Haley, Frigidaire, and Mrs. Haley.*

B+C

. . . means

Bertsch + Cooper

. . . it also means Chicago's largest, complete typographic service facilities

Type faces used are:
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ty for requiring competent proof of claims prior to publication, when copy is considered questionable or if it is subsequently questioned by any responsible source.

• That bureaus be willing to act as impartial sources to investigate and evaluate claims and recommend modifications where necessary.

■ Earl W. Kintner, chairman of the Federal Trade Commission, outlined the experience of the commission in recent months and expressed cautious optimism over developments. He urged continued action and "active cooperation with your state and local law enforcement officers if you are faced with an advertiser who consistently refuses to recognize private discipline." If the advertiser is in interstate commerce, "the Federal Trade Commission is as near as your telephone," he said.

Mr. Kintner conceded, in an aside from prepared text, that "if you operate ethically, you may open the door for some of the jackals of advertising to come in." He went on to say, "If media operate as a moral force" that "there isn't a jackal in advertising who can remain and wax fat on profits of illegal advertising and advertising in poor taste."

He commended the AFA's deceptive advertising manual (*see story on Page 1*), saying it filled "a real need" and that "it is now incumbent upon every local advertising club to insure that this manual will be used." He noted, however, that "it is no substitute for the will to produce truthful and tasteful advertising and the effort to banish deceptive advertising."

■ In the club achievement awards competition, the Advertising Club of the Columbus Area Chamber of Commerce walked off with the most prizes, winning one first place plaque and two merit awards. Following is the complete list of club awards:

Education in Advertising

Under 100 members—First, Women's Advertising Club of St. Petersburg. Second, Advertising Club of Lincoln. Merit awards, Advertising Club of Jacksonville and Professional Advertising Club of Topeka.

Over 100 members—First, The Poor Richard Club. Second, Advertising Club of Indianapolis. Merit awards, Women's Advertising Club of St. Louis, Advertising Women of New York, Advertising Club of the Columbus Area Chamber of Commerce and Atlanta Advertising Club.

Public Recognition For Advertising

Under 100 members—First, Advertising Club of Shreveport. Second, Advertising Club of Monroe and West Monroe. Merit awards, Advertising Club of Mississippi (Jackson), Madison Advertising Club and Advertising Club of Racine.

Over 100 members—First, Advertising Club of Fort Worth. Second, Pittsburgh Advertising Club. Merit awards, Advertising Club of Indianapolis and The Cleveland Advertising Club.

Public Relations For Advertising

Under 100 members—First, Advertising Women of Buffalo. Second, Advertising Club of Amarillo. Merit award, Scranton Advertising & Sales Club.

Over 100 members—First, Advertising Club of Denver. Second, Milwaukee Advertising Club. Merit awards, The Cleveland Advertising Club and Advertising Club of the Columbus Area Chamber of Commerce.

Public Service Through Advertising

Under 100 members—First, Women's Advertising Club of Detroit. Second, Women's Advertising Club of Baltimore. Merit award, Advertising Women of Buffalo.

Over 100 members—First, Advertising Club of the Columbus Area Chamber of Commerce. Second, Pittsburgh Advertising Club. Merit awards, The Advertisers' Club of Cincinnati and Dallas Advertising League. #

Seagram Slates Annual Moderation Message Ad

The House of Seagram will run its 20th moderation message in 143 newspapers beginning June 12 reminding the nation's fathers to set a good example to sons "including moderation in the use of the products we sell." The traditional Father's Day message is placed by Warwick & Legler, New York.

GOLDEN—*This is the gold and white package and ten-pack display created by Lippincott & Margulies, Toronto, for the new Imperial Tobacco cigaret, Gold Crest, handled by McKim Advertising.*

Gold Crest, New Filter Cigaret, Bows in Canada

TORONTO, June 10—A cigaret with an all-tobacco filter has been launched in "selected outlets in all major markets" by Imperial Tobacco Co. Plans call for the brand to go national by this fall.

Called Gold Crest, the new smoke is being promoted by McKim Advertising as "the first and only cigaret with the all-tobacco tip for that all-tobacco taste." A "special tobacco" used in the tip is gold in color.

Gold Crest is currently being promoted intensively in London, Ont., on the wings of 1,000-line and full-page newspaper ads as well as a heavy spot tv schedule. The cigaret was started on its test-marketing operation in February, when it was put into selected stores in major centers like Toronto, Montreal and Winnipeg. The test market advertising program called for newspaper color pages. Lippincott & Margulies, Toronto, created the two-tone gold and white Gold Crest package. #

McCann Adds Sports to GM Billing Chunk, Buys Seattle Agency

(Continued from Page 1)

company is spreading its male-directed broadcast dollars over more events by splitting the bill with other advertisers. Its schedule of events now includes boxing, regular season baseball games and college football games, all on ABC, as well as the World Series and the two special football games on NBC.

F. G. Mullins Co. has merged with McCann-Erickson and will become the McCann Seattle office July 1.

F. G. Mullins

McCann-Erickson thus becomes the first agency to set up a fully-staffed Seattle office since World War II. It will be part of the western region of McCann, headed by Phipps L. Rasmussen at San Francisco.

McCann will take over the Mullins office intact. Larger accounts include Seattle First National Bank and S&H Green Stamps.

For 18 years F. G. Mullins headed the Seattle office of Ruthrauff & Ryan (now Erwin Wasey, Ruthrauff & Ryan). In 1957 he bought the office and set it up under his own name. Mr. Mullins will become a vp and Seattle office manager for McCann. Ken Michaels, who joined Mullins in 1955, also will be a vp. #

Adman in the News . . . Jay Sharp

WASHINGTON, June 8—Jay M. (for Myron) Sharp, new board chairman of the Assn. of Industrial Advertisers, believes the biggest thing the organization can do is start thinking big.

Jay Sharp

Mr. Sharp, manager of advertising, Aluminum Co. of America, Pittsburgh, was elected to head the association at its annual conference here this week.

"Now that we have arrived at 38 years of maturity, let's put away our childish things, step above our petty squabbles, and start to do some big thinking," he said in his acceptance speech.

"Let's be like the engineer who really believed in thinking big,

AIA Meeting

who said, 'If you are going to build a bridge over the Mississippi River, do it lengthwise'."

As he views AIA, the organization—by accident or design—is a loose federation of 28 individual chapters. AIA has never quite made it as a strong international force in advertising, he says.

■ "I do not believe regional autonomy at the expense of a strong international organization is in the best interests of a healthy, vital, growing advertising association," he says.

AIA can become a strong international organization without diminishing the strength of any chapter or chapters, he believes.

Mr. Sharp thinks there are a number of mechanical things which can be done to strengthen the organization. One of these is establishment of a member services department in AIA headquarters, under the direction of one of AIA's vice-presidents.

"Actually, many of these services are now available to members [case histories on industrial advertising, clearing house for employment, source material for speeches and articles, and interchange of information on budget planning and presentation] but on a rather informal and unpublicized basis," he points out.

Mr. Sharp feels this will answer that old wheeze of members—"What do I get for my $35?"

■ He also intends to recommend to the AIA executive committee that a legislative committee be established under the direction of the vp in charge of communications.

A strong, vocal AIA could perform a tangible service for its members and for industrial advertising, he says, citing as a case needing correction the Pennsylvania state tax on literature produced and stored in the state, and the tax by other states on literature shipped to those states.

He also thinks there is a strong desire in AIA for regional conferences.

"Only about 25% of our membership attend a national conference, and a series of regional conferences would give the other 75% at least a taste of what they are missing," Mr. Sharp says.

■ Here is the Sharp program of seven points, to increase the association's stature and strengthen the international organization and individual chapters:

1. Consider all actions in the light of the purposes of AIA as defined in the AIA constitution.

2. Set up a new member service department at headquarters, under the direction of a vp.

3. Set up a legislative committee under the vp in charge of communications.

4. Establish a program of regional conferences.

5. Study the Canadian situation for the benefit of Canadian members and others who do, or plan to do, business in Canada.

6. Start an active membership campaign on Sept. 1 and strive for more top advertising personnel.

7. Continue activities on education, media, programs, special projects, awards and the study of company memberships.

■ Mr. Sharp is a graduate of Western Reserve University. He majored in American history, thinking he'd like to be a history professor, and even spent a year and one-half on a teaching fellowship at Western Reserve.

"There was no money in teaching," he found, so he went to the Glidden Co. as an office manager, staying there from 1931 to 1935.

He got interested in aluminum as a salesman with General Fireproofing Co. from 1935 to 1939, in its Cleveland office. General Fireproofing sold aluminum institutional chairs.

Mr. Sharp returned to Western Reserve in 1939, as director of public relations, staying there until 1943, when he joined Alcoa.

■ He started at Alcoa on the external publication, "Alcoa Aluminum Newsletter," in the advertising and pr department.

He was named assistant ad manager in 1950, ad promotion manager in 1952 and manager of general advertising last year.

Last year he was vice-chairman of the board of AIA—the traditional stepping stone for the AIA chairmanship.

He and his wife, the former Catherine Colgrove, of Cleveland, live at Mt. Lebanon, a suburb of Pittsburgh. They have a son, Dennis C., 25, who is a reporter on the *Advocate*, Newark, O., and a daughter, Carolyn Ann, 14, who is in junior high school. Mr. Sharp was president of the Pittsburgh Advertising Club in the 1952-'53 term. He was president of the Pittsburgh AIA chapter in 1956-'57.

He has two outside interests—he describes himself as a vociferous rooter for the Pittsburgh Pirates (in first place as this is written) and as a Civil War buff. He is 52 years old. #

Putman Launches 'Quest', Quarterly Magazine

Putman Publishing Co., Chicago, has published the first issue of a new opinion leader quarterly, *Quest . . . for Tomorrow*. The first issue is going, on a controlled circulation basis, to 35,200 leaders in government, the military, clergy, the press, business, finance, industry, labor, education and science. Russell L. Putman, publisher, said the magazine was created to provide the "decision makers of America" with a better understanding of the contributions of industrial science and technology.

Advertising rate for a b&w page, one time, is $3,000. Rate for a four-color page is $3,800.

International Promotion Adds Florida Advertising Corp.

Florida Advertising Corp., Tampa, Fla., industrial agency, has been appointed exclusive U.S. member of International Program, Paris, international network of marketing and advertising agencies in 19 foreign countries. Florida Advertising will represent one agency in each of the foreign countries.

Hayhurst Moves Offices

F. H. Hayhurst Co., Toronto, has moved to larger quarters in the Hayhurst Bldg., 55 Eglinton Ave.

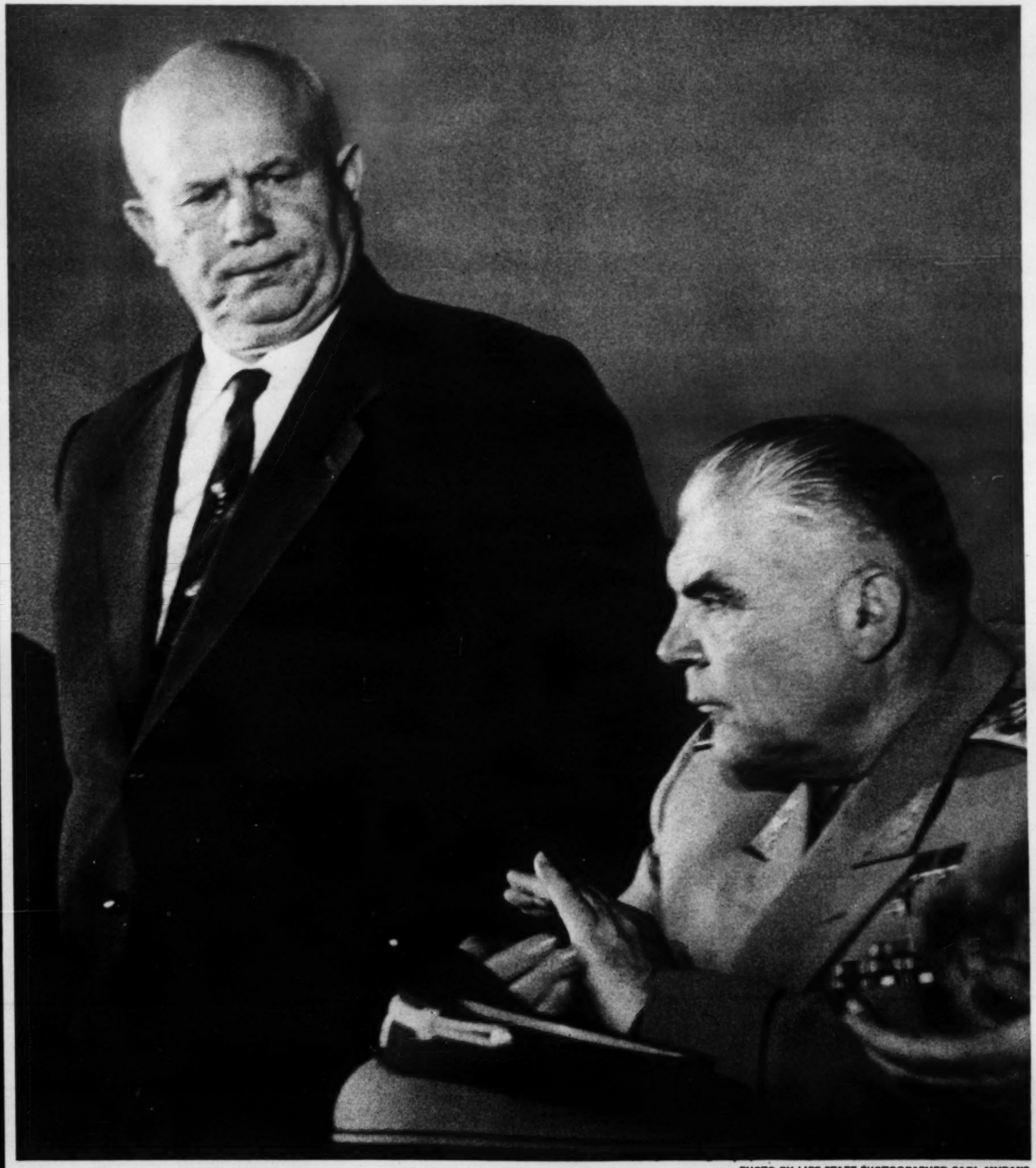

PHOTO BY LIFE STAFF PHOTOGRAPHER CARL MYDANS.

"To me, LIFE is a succession of moments which men have made highlights of history." Only LIFE is so many things to so many people. Something special to each one.

LIFE

Carl Mydans, LIFE's first overseas reporter-photographer, has covered some of this generation's most important news stories. He chose this photo as one that shows a "highlight of history."

THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker